

Men of Steel

The *Rotarian*

AN INTERNATIONAL MAGAZINE

FEBRUARY • 1950

JEAN HARRIS *Those Years with Paul*

ARTHUR STRINGER *Those Vital If's*

SYMPOSIUM *Does This Kill Free Enterprise?*



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Talking It Over

LETTERS FROM
READERS OF THE ROTARIAN

Tenth Pin Makes Strike

Says J. A. BEVERIDGE, Rotarian
Dentist

Marysville, Kansas

Jerry Walker's *That Tenth Pin!* [THE ROTARIAN for January] made a strike with us Marysville Rotarians, for we have long emphasized bowling as a sport which does much for the development of fellowship in our Club.

Back in 1940 we organized a bowling league of four teams. In 1948 the league was increased to six teams, with six men on a team. We play under A.B.C. rules. We think that a six-team league in a Club of 50 members represents a high percentage of the membership involved in an activity. Each year the players are placed on a different team.

Our league gives us the finest fellowship possible, as all members must be Rotarians. If there is another Club anywhere that has such a league, we would be glad to hear from it.

Bowling-Ball Dimensions Mixed

Says WM. JAMES O'NEIL, Forester
Governor, Rotary District 216
Harrisburg, Illinois

Could it be that Jerry Walker had a Tom and Jerry when he wrote *That Tenth Pin!* [THE ROTARIAN for January]? He says that the bowling ball "is a sphere not to exceed 27 inches in diameter." A 27-inch diameter bowling ball would weigh more than 50 pounds. A bowling ball is less than 9 inches in diameter—so Jerry evidently meant circumference.

In 1924-26 I logged the sugar maple that made 85 percent of the bowling pins of the world. I know 27 inches is three times too large for a bowling ball.

* Eds. Note: No Tom and Jerry, says Jerry, but opines that the goblin which controls the destinies of "that tenth pin" was obviously at work, when he wrote the dimension. Rotarian O'Neil is correct, of course. "Diameter" should have been "circumference."

A Ghost Arises

Notes A. FRANKLIN SHULL, Rotarian
Biologist

Ann Arbor, Michigan

Well, well! Shades of 1900!
The last paragraph of the *Last Page*



"Dad, can I have a dime to stave off my complete economic collapse?"



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Comment of THE ROTARIAN for January has the half century ending December 31, 1949.

We thought we had laid that ghost 50 years ago when we decided that the 20th Century began the early morning of January 1, 1901. The year 1950 would be merely the 50th year of that century, so we'll have to wait a year for the half century to end. . . .

Footnoting Afosta

By LINWOOD JEFFREYS, *Rotarian*
Paint Manufacturer
Jacksonville, Florida

I found I was interested in the article *We're Winning the Battle of Afosta*, by A. E. McCulloch [THE ROTARIAN for December]. The original method of identifying the cattle after being dipped or vaccinated was to put a kind of brass button or tag on the ear of the animal, but it usually succeeded in scraping it off or tearing it out.

The present method of marking is to use a special marking paint which my company perfected about 30 years ago and has been used in Texas, Arkansas, Louisiana, Georgia, Alabama, and Florida, as well as Puerto Rico and some of the Caribbean Islands. So far it has proved the best method of marking.

Re: 'Fair Competition'

By G. C. THOMSON, *Rotarian*
Barrister-at-Law
Swift Current, Saskatchewan, Canada

I am not a Communist because I question Andre Visson's happy logic on cartels and competition [The U.S.A. Insists upon Competition, THE ROTARIAN for December]. You can search my record. But I am unsatisfied by his apologia for Big Business and its "fair competition." One would greatly like to hear the private opinions of some old defending corporation lawyer, and of some old prosecuting lawyer. Meantime one notes that the system "has given people the highest standard of living in the world and great personal freedom." Perhaps! But who can say that we might not achieve as high a standard and as great personal freedom to more people under

some alternative system? That deserves to be investigated, scientifically. Mere assertion seems a bit bleak.

A Way to Get Together

Noted by H. W. KIMBALL, *Rotarian*
Clergyman
Needham, Massachusetts

If we could have thousands of student exchanges between nations such as described in text and pictures by Leo E. Golden in THE ROTARIAN for November [Ambassadors of the Classroom] it would go far in breaking down the misunderstandings which now exist. We need to know one another better, and if we really did, we would probably be able to get along together. . . .

Rotary is international. It is doing its part in creating a real fellowship among the nations. Every Rotarian knows that all that Rotary stands for can be secured for mankind only as the nations unite to serve one another. And to do this they must come to know one another.

Revista Follow-up

Told by EDWARD BARTOW, *Rotarian*
Retired Chemical Engineer
Iowa City, Iowa

In 1942 I sent subscriptions to REVISTA ROTARIA to chemists selected from the membership of the American Chemical Society in Argentina, Colombia, and Venezuela. At the time appreciative letters were received from them.

When I attended the meeting of the International Union of Pure and Applied Chemistry in September, 1949, Professor V. Deulofeu, a delegate from Argentina, introduced himself as the chemist who had received REVISTA ROTARIA. We became quite well acquainted.

He was a member of Rotary at the time he received a second subscription.

A Hand for 'A Hand'

From THOMAS J. HENDERSON, *Rotarian*
Insurance Underwriter
Yanceyville, North Carolina

It did my heart good to read the article *A Hand for Mister Claus*, by The Scratchpad Man, in THE ROTARIAN for December, and note how Rotarians an



nually give of themselves and their money to bring Christmas cheer to the hearts of youngsters where too often cheer is not found.

Perhaps it was Artemus Ward, the first American humorist, who said, "Remember the poor—it doesn't cost anything." This gem of witicism aptly portrays the heart of many of us, even Rotarians. We feel sorry for the poor, but our feelings lead us no further. We are prone to forget that true charity consists of action in personal service and sacrifice.

Two men are striking examples. One writes a check, which does not hurt his bank balance; the other takes the time from his business interests to go out and hunt up those who are in need, both physically and mentally, and he uses his hands, his money, and his mind in doing something to alleviate want and suffering.

The principles of Rotary were almost promulgated by Seneca, one of the greatest of the Latins, who said, "Thou must live for another, if thou wouldst live for thyself."

Those who give most, live most.

A Deer Initiates a Poem

By SAMUEL G. KENT, *Rotarian*
Newspaper Publisher
Concord, Massachusetts

After reading NEVER Underestimate a Deer, by Ed Becker [THE ROTARIAN for November], I was moved to write the following poem, which I have called Why Not Leave the Poor Creatures Alone?

When we see the dead deer
Draped o'er the cars
All silent and still and forlorn,
It makes us feel sad and sore,
Comes a lump in the throat,
Why not leave the poor creatures alone?

They may do great harm
To some farmer's crops,
And then he has reason, 'tis true,
To shoot them and save
The food that he grows
For others, himself, and for you.

But the beauty they bring
To their natural haunts
For all who are privileged to see,
Is full reason it seems
To let them live on
Quite alone, quite alive, and quite free.

All those who go out
To shoot in the woods
Can't share the great love which we hold
For the creatures that dwell
In the woods and the swamps
Who are always joy to behold.

The hunters find sport
And a thrill in the chase
Since it's so, we are moved to condone,
But still, to the world
We are forced to repeat,
Why not leave the poor creatures alone?

Barber-Shop Readers

Noted by HAROLD KESSINGER, Educator
Director, Rotary International
Ridgewood, New Jersey

[Re: Our Magazine—Serving Rotary,
by S. Kendrick Guernsey, THE ROTARIAN
for January.]

When I attended the last meeting of the Board of Directors of Rotary International, I was in the barber shop in the Pure Oil Building, which houses the international offices of Rotary. In my daily visits to the shop I noticed THE ROTARIAN among the publications there, and I was interested in the men who would pick it up, leaf through it, and

read some particular article of interest.

It seemed to me then, and more so now after my Rotary travels, that many men who know little of Rotary will be inspired and informed by reading the articles by the truth-seeking, thought-provoking men of goodwill who contribute so many helpful, practical articles on improving human relations in the field of industrial life, community activity, and world understanding.

So I am enclosing checks for \$18 for nine annual subscriptions for the barber shops in Ridgewood.

I am not proposing or participating in any general, organized effort in behalf of these subscriptions, but in my travels when I meet some individual who likes this idea of spreading information and goodwill, I mention this, but do not urge it, because nearly every Rotarian I know is busy in many, many ways in serving mankind—and he serves best by doing that particular service he is most interested in—and all of it is good, and needed: Club, Vocational, Community, International, the Rotary Foundation, and spreading Rotary information.

Where to Stay



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(RM) Rotary Meets; (S) Summer; (W) Winter.

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International Service Questions

ROTARY'S Fourth Object pledges each Rotarian to the advancement of international understanding, goodwill, and peace. In Rotary, this is called International Service. If Rotarians are to realize fully the challenging opportunities in this field of activity, their understanding of the purposes of the Fourth Object and its implications is essential. Thus, the following questions are pointed to bring out important facts about International Service.

How does the individual advance international understanding?

By informing himself and others about world problems and the constructive solutions being sought.

How does the individual advance international goodwill?

By combating appeals to prejudice and narrow nationalism, and by extending himself in gestures of friendship toward people of other countries.

How does the individual advance peace?

By relating every thought, every expression in speech or writing, and every action to the test of whether it strengthens the effort to prevent war and to build an international community.

How are contacts with Rotarians in other countries initiated?

The Official Directory of Rotary International gives the addresses of Secretaries of all Clubs. Letters sent to them are passed to members for reply.

How is International Service promoted in a Rotary Club?

The International Service Committee devises and operates plans to guide members in this activity.

What is the policy of Rotary in regard to controversial questions?

It is desired that both sides be adequately represented, offense to citizens of another country avoided, and individual responsibility for opinions made clear.

When can a Rotary Club feel that it has begun to achieve the Fourth Object?

When every member is participating in International Service programs and projects, and when plans for further efforts are under way.

Where is the International Service policy of Rotary outlined?

In the *Manual of Procedure*. (If the Club Secretary does not have this *Manual*, it may be obtained from Rotary International; price, 50 cents.)

What is Rotary's policy regarding the United Nations?

Without endorsing all the provisions of the U. N. Charter, Rotary International encourages, fosters, and supports the work of the United Nations.

If you want further opportunity to "read Rotary" in Spanish, you will find it in REVISTA ROTARIA, Rotary's magazine published in that language. A one-year subscription in the Americas is \$2.

A Little Lesson in Rotary

EL CUARTO FIN de Rotary determina para el rotario el deber de fomentar la inteligencia, la buena voluntad y la paz internacionales. En Rotary se llama a esto actividades de relaciones internacionales. Si los rotarios han de comprender ampliamente las estimuladoras oportunidades que ofrece este campo de actividad, es esencial que entiendan el propósito del Cuarto Fin, y lo que del mismo se deriva. En consecuencia, las siguientes preguntas tienen por objeto poner de manifiesto hechos importantes acerca de las relaciones internacionales.

¿Cómo promueve el individuo la comprensión internacional?

Informándose, e informando a los demás, acerca de los problemas mundiales y de las soluciones constructivas que se busquen.

¿Cómo promueve el individuo la buena voluntad internacional?

Combatiendo las incitaciones a que se manifiesten prejuicios y nacionalismo estrecho y proyectándose él mismo en gestos de amistad hacia personas de otros países.

¿Cómo promueve el individuo la paz?

Preguntándose si cada pensamiento, cada expresión hablada o escrita y cada acto vigorizan el esfuerzo tendiente a prevenir la guerra y a edificar una comunidad internacional.

¿Cómo se inician las relaciones con rotarios de otros países?

El Directorio Oficial de Rotary International da las direcciones de los secretarios de todos los clubes. Las cartas enviadas a éstos se pasan a otros socios para que las contesten.

¿Cómo se fomentan las actividades de relaciones internacionales en el Rotary club?

El Comité de Relaciones Internacionales idea y ejecuta planes para orientar a los socios en esta actividad.

¿Qué política sigue Rotary con relación a asuntos controvertibles?

Conviene que se presenten adecuadamente ambos aspectos, que se eviten ofensas a ciudadanos de otros países y que se haga ver claramente la responsabilidad individual de las opiniones expresadas.

¿Cuándo puede un Rotary club tener la impresión de haber principiado a poner en práctica el Cuarto Fin?

Cuando cada uno de sus socios participe en programas y actividades de relaciones internacionales y cuando estén en vías de ejecución planes para futuros esfuerzos.

¿Dónde se define la política rotaria de relaciones internacionales?

En el *Manual de Procedimientos*. (Si el secretario del club no lo tiene puede obtenerse de R. L. Precio, Dis. 0.50.)

¿Cuál es la política de Rotary con relación a las Naciones Unidas?

Si hacerse solidario de todas las disposiciones de la Carta de las Naciones Unidas, Rotary International estimula, fomenta y apoya la labor de las Naciones Unidas.



■ The historical footnote on Lincoln (page 34) is from one of the most remarkable figures in American literature. Born in a Minnesota Sioux tepee, CHARLES A. EASTMAN was named OHIYESA (the One Who Wins) and until he was 15 lived the roving life of his people. Educated at Dartmouth College and Boston University, he was a physician in Pine Ridge, South Dakota, in 1890, where he met his bride. DR. EASTMAN died in 1939. The manuscript was secured from his widow.



■ ARTHUR STRINGER, author of 50 books, holder of an honorary doctor of letters degree from the University of Western Ontario, and world traveller, gets his big thrills as a fruit farmer. Twice he has won prizes for fruit growing. Born in Canada, he lays claim to being the first grower of peanuts and sweet corn in that country. He now lives in Mountain Lakes, New Jersey, with his wife and three sons.



■ ALFRED TISCH, Chairman of the Extension Committee of Rotary International, has something in common with author ARTHUR STRINGER. He, too, likes to grow fruit, but not as a hobby. A professional fruit grower in Hamilton City, California, he is a director of the California Grape and Tree Fruit League. A member and Past President of the Chico, California, Rotary Club, he has previously served Rotary as a District Governor.

The color photo on the cover was taken by L. WILINGER and furnished by the Shostal Press Agency.

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Guest Editorial

Grim Facts That We Must Face

BIOLOGICAL WARFARE DWARFS THE ATOMIC BOMB:

NOW THE CHOICE IS COOPERATION OR THE RISK OF DESTRUCTION.

THE atomic bomb, supported by large armies, navies, and air forces, is the current symbol of power. But already it is obsolete for the A-bomb is as child's play compared to the potency for destruction of biological warfare.

No one knows its full possibilities. Yet if it is employed, "the next war" may kill 50 or 60 or even 90 percent of the human race. At least one-half of the people who inhabit the earth would be wiped out. And the war after that war would almost certainly finish the job.

These are not guesses of an alarmist, but rather the sober conclusions of men of science familiar with developments in biological-warfare preparation. It is known that in 1936 the Nazis were working on biologicals as weapons and during the late war extensive work was done in many countries. Today biological products are available which even in minute concentration can kill human beings.

One which can be spread extensively kills through contact with food or with the eyes or when breathed. Within 12 hours after dissemination it would disappear without trace, leaving no threat to occupying forces. Thus, within six hours a whole community could be wiped out and the ground left safe to occupy within 12 hours. Some seven ounces of another biological preparation would be, if effectively distributed, sufficient to kill all the people in the world.

It follows that any country with expert bacteriologists and a few fanatical distributors may become as potent militarily as any other. Old ideas of military strength must be re-

vised for manpower is irrelevant and heavy industry matters little in the production of deadly bacterials.

Indeed, we are now in a new kind of world. We may compare it only with what happened when the Ice Age engulfed a large part of the globe and required an adjustment on the part of organisms then living which many were unable to make. Those that failed to adjust failed to survive. Man is now in the same test position.

Whether we shall survive depends entirely on our ability to change our behavior patterns to meet changed conditions of living. To make these adjustments, we must have new knowledge and it must be acquired by ourselves. We would do well to begin with the assumption that all our ancestors have been wrong, because if their behavior patterns are carried on by us for only a few more years, they will destroy the human race.

For a million years the human race has been extraordinarily successful. Animals which used to be in competition with man, have been reduced to subservience and live only upon his suffrage. Even the very small animals, the bacteria, man has learned to control. There is no problem left in relation to the bacteria of major diseases. They could all be eradicated in the very near future if we had no prejudices, political difficulties, boundaries, and other man-made barriers. Even in the field of the very small filterable viruses it is possible to take effective action, and the virus diseases, thanks to the electronic microscope which has shown us a whole new world of submicroscopic life, could be controlled within the next few years.

Ultimately there is only one

factor in man's competition for survival: it is man himself. Through all recorded time, man has fought man. Until fairly recently this did not matter very much from the point of view of the future of the race. No one could threaten to eradicate the species of man, but the time has now come when that may happen. Man's ability to kill man has become so terrific that he literally threatens his survival.

THE time has now come when man must begin to study man as he has studied the other threats to his security. With the animals and the bacteria he has approached the problems objectively and by logical methods. It is significant that when man began to study malaria he did not say that a mosquito was itself wicked and should be punished. It was just an uncomfortable fellow resident of man and therefore must be destroyed. But when we come to study human behavior, we are confronted with an entirely different situation. We start with all sorts of attitudes about behavior which have been acquired early in childhood and which have been founded neither on fact nor on reality. In human affairs we still reject the scientific approach.

It would be unthinkable that someone should be appointed politically, or ever elected, to pilot a transatlantic plane. Yet in international affairs we sometimes place our lives and the lives of hundreds of millions in the hands of men without any specific training or expert knowledge. For human affairs, academic knowledge and technical training are not enough. Much depends on the extent to which a leader has developed maturity.

By Brock Chisholm

Director-General of the World Health Organization of the United Nations



Maturity is rarely met before the age of 35 or 40. A mature person has to be able to function, mentally, two generations ahead of his time. He must always be able to think objectively about others and make allowances for their differences. To promote that kind of maturity, the child in its formative years must encounter uncritical love and in his own early relationships learn that people like him and like each other.

Maturity also demands undifferentiated loyalty to the whole human family, regardless of race and color. This is a relatively new demand of maturity. A hundred and fifty years ago, when time and

distance were different, a person could be mature in isolation, but maturity in our present world situation requires a capacity for living in harmony with all kinds of people everywhere.

The United Nations and its Specialized Agencies have grown out of that concept and the urgencies of the new threat to the human race. But they cannot be expected to fulfill their destiny if delegates are concerned with prestige, importance, and profit to themselves and their own nations exclusive of those same values in relation to other people in the world.

Our position today is not hopeless, but it is difficult. The world

is changing very fast and the world citizen has to be adaptable. We who would be mature must be free to do our own thinking, without the burden of certainty or of the irrelevant patterns and invalid values of ancestors. We must discard warfare as an obsolete behavior pattern, for the developments of the past few years have definitely made warfare obsolete. We must function objectively in relation to all the factors of survival.

For the future the important thing is that we free our children from taboos and assumptions that we have inherited and by example teach them not prejudice but love.



To D. R. Fitzpatrick in the St. Louis, Mo., Post-Dispatch, it is 'A' for Atom, 'B' for Bacteria—



In The Descent of Man Sonoda in the Boston, Mass., Herald takes an anthropological viewpoint.



In This Changing World, Cartoonist Pletcher in the Sioux City, Iowa, Journal, raises a question.



Small World. That's the way Cartoonist Little, of the Nashville, Tenn., Tennessean, sees it here.

Free Enterprise:

Yes! By Restricting Competition



Vance

Says Cullen B. Vance
Lawyer; Rotarian, Edna, Tex.

MY POSITION is this: I favor free enterprise and equal opportunity. I oppose Government ownership and control. Yet I have seen Government take over in many lands, and I will hazard this prediction: within 20 years, if present trends continue, the State governments or the Federal Government of my own country will own and operate the railroads, bus lines, truck lines, power companies, and perhaps other industries.

Just how it came in other countries I do not know. If it comes in the United States, the traditional home of free enterprise, a substantial part of the blame will rest, I fear, on many of us who like to think of ourselves as free enterprisers. Why? Well, for 50 years we have been fostering the growth of a system of licenses, certificates, permits, and franchises which now covers almost every business and profession. Our motives in demanding the licensing of everybody from plumber to physician may have been of the best—we sought to protect the public from the rascals and incompetents among us—but the system has had other and dire results: it has slammed the door to many vocations in the face of the average man; it has given unscrupulous men a tool for eliminating competition within their fields . . . which is a cordial invitation to Government to step in.

Let's take an example. Banking, say. Time was

when any man could start a bank. All he needed was a building and some depositors. One large Texas bank is said to have begun when a man who owned a safe let packing-house workers store their pay envelopes in it until they could get to their downtown bank.

But say you want to start a bank today. You will need a State permit. To obtain it you will have to meet certain requirements as to capital stock, etc. These requirements are very definite. But you will also have to prove to your State banking board that your town *needs* another bank. This requirement is very *indefinite*. When your application goes in, how will the officers of existing banks in your community react? If they are a type of banker I do not expect to find in Rotary Clubs, they will do all in their power to keep your permit from being granted and thereby avoid your competition.

And who pressed hardest for these laws which, as it turns out, practically prohibit the formation of any new banks in some States? Bankers themselves. Did they seek only to protect the public? Or did some of them foresee how handily these statutes would eliminate competition? I don't know. I do know that to offset the universally high interest charges which prevailed some years ago, the Federal Government moved in and established the Federal Housing Administration, the Federal Land Bank, the Farm Security Administration, and other lending agencies. Today the American citizen can borrow all the money he wants on good security at 4 or 5 percent and from several sources in his community, including his banks. But Government came into the banking business and it is here to stay.

Banking is, of course, only one illustration. Suppose you want to open a beauty shop. Can you? Yes—after you pass an examination and obtain a

● **EDITORS' NOTE:** With thoughtful men everywhere pondering this question, we submitted Rotarian Vance's statement to ten Rotarians around the world, and asked for comments. Their answers follow. Letters from readers will be welcome.

We Swiss Defend It!

Says Curt E. Wild
*Twist Manufacturer
St. Gallen, Switzerland*

LET ME STATE at the outset that, like Rotarian Vance, I am a free enterpriser and dwell in a land which has prospered under the system of free

enterprise. Let me say also that I share his views—except that I do not believe there can any longer be *absolutely* free enterprise.

The profit motive should and must remain the incentive for all human doing—with only this one qualification: We must find ways and means to prevent certain men's excessive desire for profit from doing harm to their fellowmen.

In country after country well-meant laws which were designed only to prevent such action are now becoming a real danger to free enterprise. However, while they were meant to protect the public, they are in fact protecting tradesmen and professional men from their competitors. In this

respect they act like big business trusts which, in the United States at least, are illegal.

In my own country, Switzerland, the Federal Government controls railways, post, and telegraph, and the State and communities control schools, hospitals, gas, water, and electricity services—in other words, almost all the services every citizen must have.

The Government also has license control over the milling industries—this being a measure begun in World War I to guarantee us necessary food reserves.



Wild

Are Its Best Friends Killing It?

license. How about a barber shop? The same rule applies. Gradually the requirements for such licenses are tightening. Is it because the public needs more protection—or because beauty operators and barbers need more enterprise free from competition?

The list is endless. To be an engineer, land surveyor, druggist, teacher, undertaker, commercial fisherman, or veterinarian you must first get a State license. If you want to trap a skunk on your own farm and sell his pelt, you need a trapper's license. To protect skunks and the people? Or to protect the commercial trapper from overcrowding of his field?

I am a lawyer and I hasten to note that this problem of reconciling licensure and free enterprise is no less acute in my profession than in any other. Of late we lawyers have been raising license requirements and have also been active in efforts to prevent notaries public, justices of the peace, bankers, and abstracters from preparing legal instruments. Are we doing it solely to give the public further protection? A majority of my fellow counsellors may sincerely think so. Do others view it, frankly, as a way to clear the field of competition?

Once an individual gets a license to practice law the agency which granted it pays him little attention. With a license he may do any piece of legal work, even though he may be dishonest, lazy, and irresponsible. Without it he may do nothing, not even prepare a simple promissory note, though he may have a thorough knowledge of legal documents and a high sense of honesty. Is that free enterprise? And are the lawyers of today who have met the most rigid requirements any more brilliant or diligent than those of the old school who studied law for six months in a law office and then took an examination before a district judge?

Look at medicine. Many an earnest doctor must

be concerned about this fact: that while the world and you and I need more doctors, entrance requirements to medical schools have risen so high as to exclude as many applicants as are accepted. One school I know of rejected four times as many applicants as it took in, in a recent year. Can this be justified only on the grounds of protecting the public? Not all the rejectees would make good doctors, but surely a great many would. It is my view that unless the doors are thrown open to every able young person who wants to become a doctor, the day will come when he is going to be a doctor—at Government expense and, of course, under Government control. Practically every rejected applicant will advocate it.

Exclusive franchising is another way some of us private enterprisers have of removing competition. You want to start a new movie house in your town? Then you learn that you would get no worth-while films. The owner of the existing movie house, who has a string of theaters, has the first run on all of them.

One may still farm, sell groceries, mow lawns, and carpenter without showing public necessity and obtaining permits, but the people in these fields, too, may soon come to it. Let them remember that when they thus close their doors, they invite Government to come and break them down.

Free enterprise? The problem is not so much how to preserve it as how to reestablish it. Let's rethink it in terms of Rotary's Vocational Service: let's see what we can do to reopen the gates to all who desire entrance—whether big or little, rich or poor, white or black. Maybe we have underestimated the power of competition and the innate desire of men and women for advancement as the way to maintain and to elevate standards.

But all other businesses and professions are practically free, and there is no marked tendency toward nationalization. This may be because we have only a few big limited companies, which, from my point of view, are a first step toward nationalization. I myself am head of a small independent family business which for 150 years has striven to manufacture high-quality products and to give the best possible service.

If free enterprise shall be maintained, it must be defended and re-gained by men who will take personal responsibility for their actions. Rotarians are such men.

Rotary promotes decent relations among men of all professions and,

therefore, it stands for an ideal way of free enterprise with self-control.

Control the Controls!

Urge Frederick H. Pierce
Educational Executive
Beverly, Massachusetts

I HAVE FOUND Rotarian Vance's article a very forceful and challenging treatise. While I agree to the dangers which will always be present in a system of the restrictive licensing of trades and professions, I am wondering if he has not overworked his thesis.

Is he advocating a release from all qualification requirements in order to

avert the impending disaster of Government ownership and management which he fears? Does he imply that the public needs no protection from the unqualified practitioner of fine arts and sciences, or perchance from even the charlatan?

Personally, I am glad to have reasonable assurance that the electrician whom I employ knows the electrical-installation codes and is educated and equipped to implement them to my material protection. As a superintendent of schools, or the principal of a school



Pierce

hiring a teacher, I would like to know that his or her technical requirements have been satisfactorily met. Certainly my bank—or all institutions—must be secure in my behalf and in the interest of all its depositors.

If these are desirable accomplishments of so-called licensing, we will admit the dangers of unnecessary restraint and at the same time ask ourselves if we must concede that the evident moral values from the requirement of the attainment of certain trade and professional efficiency should be lost because of the danger of excessive and unnecessary restrictions.

We cannot in justice impugn the motives which led to the establishment of these standards in most cases. Rather, should we not declare for a continuation of honest motives which will require only reasonable standards of preparational efficiency and a system which cannot successfully bar anyone from the enterprise of his choice who qualifies under the rules? *Let us work for control of the controls!*

Perhaps So, Unwittingly

Observes Horacio Navarrete
Architect
Havana, Cuba

THE PART of Rotarian Vance's article which most interests me is that concerning the licensing of the professions. I understand it best; I agree with at least some of it.

We professional men of Cuba are as proud of our crafts and our colleagues as any other men. We work constantly to improve our standards through our national societies; my own society once honored me with its presidency and now has entrusted me with its treasury.

In the last 20 years many of these societies, my own included, asked for laws making it mandatory to be a member before one could practice the profession. Any man with the proper academic qualifications could join free of charge. The law was enacted and in 1940 became a part of our national Constitution; it covers all our professions.

Cuban architects, doctors, and lawyers were thinking only of raising their craft standards, but the system has given rise to unthought-of problems. Obliged by law to police themselves, some of these groups have regarded it as necessary also to allocate work among their members. If one member has four jobs and another has none, each is assigned two. Or the



Navarrete
Architect
Havana, Cuba

society may place a limit upon the number of clients a member may have.

In countries around the earth, World War II necessarily brought Government further and further into the lives of the people. Now, in many quarters there is a desire to get it out. Whether it shall ever retreat to former positions—or retreat at all—I do not know.

I do feel this: that laws are needed only when human actions demand them—not before. I wonder if we wait long enough sometimes.

A Distinction Here!

Points Out C. A. Randall
Lawyer
Milwaukee, Wisc.

TO SAY that licensing of firms or individuals in any manner is to restrict competition and kill free enterprise is to tar all types of licenses and control with the same brush. There is a very significant distinction between licensing by governmental agencies for the purpose of "controlling the economy" and licensing which is truly for the protection of the public.

In the first category are the bureaus and commissions which have grown so profusely in recent years and which do tend to create monopolies. In the other category, however, are the licenses based upon standards of skill, such as those granted to pharmacists, beauticians, doctors, and lawyers.

The objection to the first category is that the judgment of some individuals or groups, cloaked with governmental authority, determines the opportunity of the individual or association of individuals to render a service or enter a business.

In the second category, however, the individual or group of individuals is clothed with authority *only* to grant the licenses upon a set of standards. Anyone who meets the standards may enter the particular field irrespective of the judgment of anyone as to that person's fitness or ability to succeed.

I firmly agree that efforts to control the economy by Government bureaus or commissions is unnatural, feeds on itself, and tends to bring the Government to furnish competition. I do not agree that it would be in the best interest of free enterprise, however, to eliminate all standards or controls, particularly in the case of the second category. Standards must be set actually to "protect," since the alternative is a penalty upon the unskilled or unscrupulous practitioner after the dam-

age, whatever it is, has been done.

Licensing and control do not endanger or kill free enterprise so long as everyone has opportunity to serve based on ability to meet standards. It is where discretion or judgment of political or governmental officials is the determining factor that opportunity and free enterprise become throttled.

Licensing, Taxes Overdone

Feels Arthur S. Fitzgerald
Accounting-Firm Partner
Windsor, Ont., Canada

LICENSES, in the broad sense, are necessary for the protection of the public. If the various businesses and professions were honestly and fairly to regulate their own members, governmental licensing would be unnecessary.

There is, I agree, a tendency today for some groups to discourage the younger and less experienced practitioners by creating obstacles in the form of regulations which are too severe. This is so sometimes for the reason that the older heads do not keep up with the times and fear competition. Licensing, in some instances and places, has gone too far.

A far greater threat to free enterprise, however, is excessive taxation. It is sapping the initiative of the individual. We in lands where free enterprise is still strong should do our best to avoid patronage and regimentation, which is destroying the freedoms we have tried to establish by the Charter of the United Nations.



Randall



Fitzgerald

Small Lands Need Protection

Notes Alphonse Févez
Leather Tanner
Soignies, Belgium

THE QUESTION is even broader than Rotarian Vance indicates. In small countries such as Belgium, an industry may find itself in the position of needing protection, which only Government can give, against competition originating in another country. Let me cite just two examples:

1. With aid from its Government, a large Czechoslovakian shoe factory opened retail outlets in many Belgian cities. Faced by such competition, the union of Belgian shoe manufacturers and their workers joined to ask the



Févez

Belgian Government to prohibit the opening of more branches. France, also, has taken similar measures to protect its shoe producers.

2. For various reasons, Argentine tanners are able to send to Belgium tanned leathers at prices with which Belgian producers cannot compete. Here again, collective steps of interested groups were taken to get the Government to limit entrance into Belgium of such products, lest the competition increase our unemployment.

In cases of outside competition, favored by direct or indirect subventions, I feel that the intervention of Government can be strongly salutary—especially in small countries. But it is necessary to be vigilant to see that these interventions do not defeat their purpose and are based upon sound economic thinking, not on the desire to accord political favors to the Government in power.

Free Enterprise Flexible

Replies O. D. A. Oberg
Timber Distributor
Sydney, Australia

THE SAN FRANCISCO Conference in 1945 clearly disclosed world trends to what has been termed "the left." Within 40 years two world wars had been fought, and the price of victory included control and regimentation of individual lives and economic resources.

Can the democratic and free-enterprise system adjust to these changing world conditions and survive them? Its very flexibility assures us that it can. Licensing is one aspect of post-war problems—a relic which I believe will continue in some form until production overtakes demand.

Generally speaking, licensing in any form is designed to protect the general public, and surely it cannot be justly claimed that under such a system the unscrupulous have benefited.

The history of banking in the United States and the British Commonwealth of Nations during the world depression, for example, surely proved how necessary was control for the security of both depositors and shareholders.

International financial developments on the highest governmental plane obviously necessitate the establishment of central banking systems and their subsequent relationships to trading banks.

No one can deny that the public has a fundamental right to protection against the unprincipled. How such protection could be afforded

without some system of control or licensing I cannot imagine.

There can be no field in which licensing should be more scrupulous than in medicine. The public must be protected. Inquiry will confirm that modern trends have been to facilitate rather than to resist entry into that profession of practically all who have the necessary qualifications.

One could go on indefinitely quoting specific or sectional illustrations. The most important thing is to get our minds clear on the future relationship of free enterprise to Government control.

World-wide trends and some gigantic social experiments establish indubitably the fact that control in some form has become an accepted part of the national life of every country. How much control will be determined in part by the effort the community takes to ensure that, under conditions of freedom of enterprise, the greatest good to the greatest number will arise. In this, within their own vocations, Rotarians have a great responsibility.

Britons Favor Freedom

Says Arthur Mortimer
Drug Manufacturer
St. Pancras, England

MOST PEOPLE in Great Britain approve free enterprise as a general principle, for it is on free enterprise that our nation has been built. The merchant venturers of centuries ago established our export trade on these principles. Yet today we must fill out many forms and face much frustration before we can do many things that normally we did quite freely.

We in Britain would like to see a Fifth Freedom added to the well-known Four Freedoms—Freedom from Government Interference.

Apart altogether from Government controls arising from war conditions, however, we have gradually built up a series of restrictions which, while in the interests of the community, have had repercussions some of which we never anticipated. For instance, a money lender (this does not mean a banker or finance house) cannot make his own terms with the person to whom he lends the money. He is allowed to charge no more than a certain rate of interest and can make no other charges—except certain specified ones and these have to be within limits.

Law, medicine, pharmacy, architecture, accounting, and other professions are not [Continued on page 55]



Oberg



Roberts

Eisenhower on Lincoln

WE THINK of him always as the great American. One thing I like to believe about him is this: that he had the proper attitude toward power.

Lincoln finally came to be the President of the United States at a very special time—in war—when the power devolving upon the President of the United States is so great that if used evilly or to the disadvantage of his fellow citizens, it can become a dictatorship. And that was especially true in the War between the States, because the very life of the nation was at stake day by day.

Yet there is nothing in Lincoln's life or in Lincoln's writings that could lead any of us to believe that he felt or believed that he himself was a source of power.

He was a director of power, a man who might give it a trend in a particular direction, but he had no ambition to associate the source of power with himself and, thereby, to rule others. He served others. That, to me, gave us an example of the true essence of liberty and of freedom.

A man placed in a position where he could have been arbitrary, unjust, unfair, could have done many things for his self-glorification, and he refused to do any of them.

He seems to have said: "I have been given a job to do for the United States. And I will serve in that job to the best of my ability. More I cannot do."

And more he could not do and still be true to the principles on which this country was founded and which he described so eloquently at Gettysburg.

Very naturally when we talk about a man so great, of such overwhelming stature, the thought comes to us: "Well, what relationship has that got to us? We are not Lincolns." But the principles by which he lived, the faith he had in freedom and liberty, was exemplified, for example, in his very great act, in the emancipation of the slaves.

His passion for individual liberty of thought, of worship, for freedom to act, freedom of opportunity, is the virtue that each of us can emulate and, more than that, I believe, it is the virtue that each of us must emulate if we are to preserve to ourselves the opportunities which we in Kansas recognized in my boyhood and which I am certain that you young men see around you on every side.

—Dwight D. Eisenhower
President of Columbia University,
in address to Columbia College Forum on Democracy.



Paul and Jean of a Winter afternoon . . . beside their window overlooking Friendship Garden where friends planted friendship trees.

Those Years with Paul

SOME RECOLLECTIONS, IN ROTARY'S BIRTHDAY MONTH,

BY THE LITTLE SCOTTISH WIFE OF THE MAN WHO STARTED IT ALL.

By Jean Harris

Widow of Paul P. Harris, Founder and President Emeritus, Rotary International

IT WAS on a Saturday afternoon in the early Spring of 1910 that I first met Paul. Quite unknown to each other, we had both joined in one of the weekly hikes of the Chicago Prairie Club, and it was this that brought us together. Perhaps I should add that a rip in Paul's jacket had a wee bit to do with it.

Paul, as you may know, was a lawyer in Chicago at that time. Five years before, he and some of his young business friends had formed the first Rotary Club. A bit later he had helped to found the Prairie Club, which for him was a way of getting back to the out-of-doors he had learned to love so deeply in his Vermont boyhood.

When a thoughtful acquaintance Mr. H. D. Davison (who was a member of both of the new Clubs) asked my sister and me to go along on the Saturday hike, we leaped at the chance. It would be something like the long walks to the seashore we often made in our bonnie Scotland which we had left three years before.

So, as our happy company of hikers met and started into the woods in the southwestern part of Chicago, there were introductions of the new hikers, to be sure. However, it was not until Paul tore the sleeve of his fine Harris-tweed jacket on a barbed-wire fence that he and I spoke. The

sight of that rip seemed to call up my Scottish instincts—how many garments I had repaired for brothers and sisters in our home in Edinburgh!—and I offered to mend the tear for the dismayed young man in the tweed cap and flowing stock.

It is strange, but I cannot recall whether I ever mended the tear or not. It did not seem to matter, for three months later, on a lovely noon in July, we were married. Two years later we returned to those same woods to move into our own home on the hill—the only hill in Chicago. Shut off from the drive by tall old oaks, surrounded by all manner of wild

fruit trees, and a block from the nearest street light, the house was just what Paul loved. Sometimes it seems that it was all foreordained. Paul had always said that he wanted to marry a Scottish lass. He had also said his home must be on a hill.

When I was asked to recall for you some of my memories of the 37 wonderful years Paul and I had together, I hesitated. I was not sure that I could do it. Then I remembered something that happened long ago in Melbourne.

During our Rotary visit to that great Australian city, Paul was to address 400 women of a Crippled Children's Society, but many previous speeches and much travel had tired him so greatly that at the last moment he proved unequal to the task. "Jean," he said, "you must make this talk for me."

"Why, I can't do it," I protested. Never had I ever addressed any large gathering. "What if I can't think and seem foolish? What if I fail?"

"You won't fail," Paul answered. "You can do it, Jean."

SO, OFFERING a little prayer, I went ahead. Somehow, as I thought of the things of the heart that bind all women and little children the world over together, words came somewhat easily. Well, an hour after the meeting began, I saw Paul slip in at the back of the room. He was smiling his wide smile at me. His wife who could not make a speech was talking on and on. So once again perhaps I can find words enough.

As I look back on our years, filled as they were with wonderful travel, visits with famous persons, and great gatherings of people here and there, I think the one thing we sought most was simple contentment. And we found it in simple easy friendships, in good neighbors gathered at our hearth, in good books, in the woods, and in things in tune with Nature. Often, when we were young, we walked 28 miles to church and back on the Sabbath, enjoying each step of the way. Sometimes, putting on old clothes, we would hike to a little clump of wild crabapple trees, and the next day we would have fresh tart jelly for breakfast. Perhaps there would be some for the neighbors, too. We could not waste an apple, Paul always insisted, being a New Englander. He quite forgot the sugar needed to save them, however.

One of the first purchases after we had moved into our own home—which Paul named "Comely Bank" after the street on which I had lived in Edinburgh—was a set of Dickens. Night upon night Paul read to me the wonderful, true-to-life stories of that master mind as he exposed bad conditions of society. Who does not love Scrooge and Tiny Tim, Micawber and Little Dorritt? Sometimes Paul's dear old Aunt Parker would listen. If Paul suspected that she were dozing, as she sometimes did, he would inject amusing remarks about her into his reading.

"Paul!" she would cry, as she awakened, "that wasn't Dickens!" Then Paul would slap his knee

and laugh. How he loved his little pranks and jokes. They never hurt, however, for he never let them.

If Paul blessed the lives of men with Rotary, as many, many Rotarians have thoughtfully written me, how greatly Rotarians and Rotary blessed our own lives. They gave us so many priceless experiences that I could never enumerate them all.

WE HAD been married but a month, I remember, when the first few Clubs that had sprung up here and there in the United States met in Chicago to form a national organization and elected Paul their President and Chesley Perry their Secretary. We wives played a very small part at Conventions in those days; our young men were struggling to find themselves.

Soon Paul had two questions to answer. One was: could he take time from his law practice to travel on Rotary matters? The other was: if he started to travel, could he ever stop? Time answered both questions and over the years he was able to do both in moderation. Our first Rotary trip together took us to California, and perhaps I was a bit self-conscious. How would the ladies of these Rotarians receive me? When one of them, seeing my lace collar or hair-do, exclaimed, "Why, it's Jo from *Little Women*!" I still was not certain. But when such wonderful hosts as Harvey and Edna Johnson, of Los Angeles, took us to Clubs up and down the coast and on all manner of sight-seeing



'Tis only fun! Australian Rotarians arrange this "warm reception" for Paul and Jean in 1935—as befitting Chicagoans!



In Brazil, during the Harris Ibero-American tour in the '30s, Paul holds the banner of that nation at a pageant in "Rio."



How Corry Thanked a Native Son



THE MAN who succeeded Paul Harris as Rotary's President in 1912 was, like Paul, a small-town boy who had become a big-city lawyer. He was and is tall, friendly Glenn C. Mead, of Philadelphia. Again like Paul, Glenn never forgot his rural roots, returning as often as he could to his native Corry up in the northwest corner of Pennsylvania.

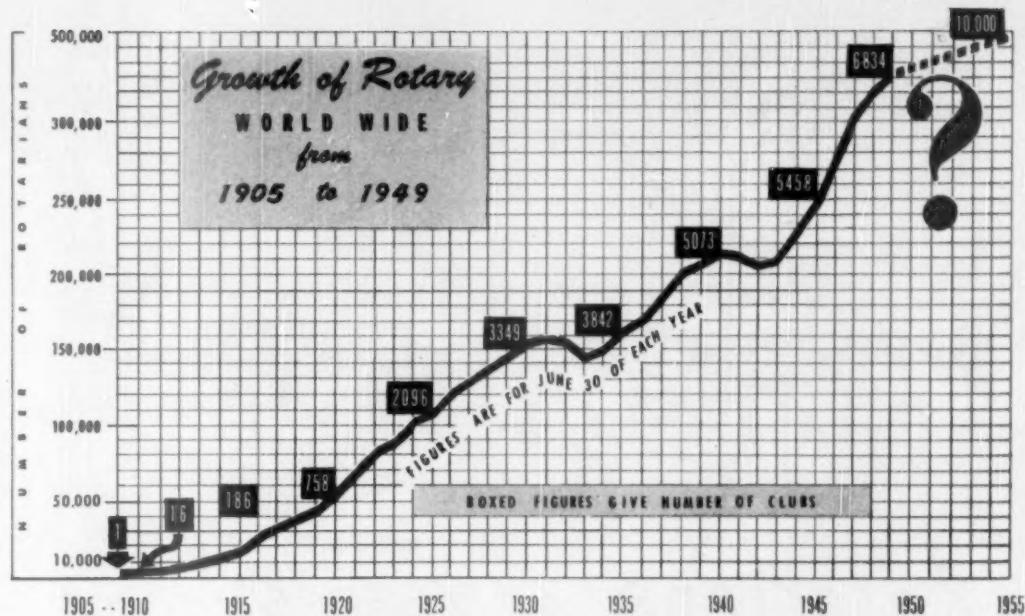
Some months ago Glenn Mead gave Corry, which is a little city of 7,500, a 50-acre plot of land for a public park. When he came to town soon after, he found that Corry hadn't named it Bear Lake Park at all, as he'd asked, but Mead Park. "For once a Philadelphia lawyer was overruled," said Glenn. He found, too, that all Corry had turned out for a kind of Glenn Mead Day. First they had him cut a tape formally opening new Mead Avenue and setting off an 18-float street parade. Then they had him unveil Mead street markers. Finally there were speeches and entertainment, Rotarians and other service-clubmen helping to arrange it all. If Glenn Mead ever had any doubt about it, he knew that night that Corry held him in deepest affection.

excursions and when we found ourselves talking with wholly new acquaintances as if they were lifelong friends, I was seeing in a new way what a wonderfully friendly thing this was our men had started. It is odd how little, unimportant things come to mind when one looks back on a thrilling experience of that kind. I recall how at that time Paul was temporarily on a diet of tomatoes only. Everywhere, good-humored Rotarians plied him with tomatoes, often by the case. Then one day our new friends took us on what was to us a hair-raising ride through the mountains which were shrouded with fog. As we safely reached the end of the ride and stopped for supper, we were greatly relieved. Picking up his menu Paul declared, "No tomatoes! I want a large stack of buckwheat cakes and syrup!"

There came in time our first sea voyage together, which took us back to my native heather, and then other trips, with the constant wonder of meeting people of other ways. There was the fine Japanese Rotarian, for example, who told us it was his custom to sit at the feet of Buddha for four hours each morning. To his Christian wife he gave funds for the building of a YWCA. I remember, too, the great Japanese Christian leader Kaga-wa, whom we met on a ship bound for Australia. He wanted to conduct Sunday worship services on board and needed someone to sing hymns. Perhaps you can guess whom my Paul suggested! It was most interesting to hear Kagawa's life story, how he had lost almost all his eyesight by living in conditions so awful that he had contracted a terrible eye disease. While aboard ship he was completing his 100th book before his sight failed.

In Australia our dear friend Angus Mitchell and his lovely wife, who is now gone, entertained us in their beautiful home, with as many as 16 guests for dinner and many nights of enriching fellowship. Later we were able to have them at Comely Bank and at Onekama in Michigan where we spent our Summers.

In South Africa we talked long at a luncheon with General Smuts and General Hertzog. The former gave me [Continued on page 56]



Get Your Pencil and Pad!

AN INVITATION TO A GUESSING GAME THAT PROVES
THAT THERE'S NO STATIC IN ROTARY STATISTICS.

By Alfred Tisch

*Chairman, Extension Committee
of Rotary International*

*We're growing every week, our movement is alive;
But what will be the score in nineteen fifty-five?*

NOT breathless poetry, that. But it carries a question to spark stimulating table talk. Spring it—in your own words, of course, unless you have a higher opinion of my verse than I do—next Tuesday, or whenever your Club meets.

"Why ask about 1955?" the new member will of course ask.

That's your cue.

"Because," and here pause until everyone at the table is listening, "because on February 23, 1905, Paul Harris and three friends launched the world's first Rotary Club. In 1955 we'll be 50 years old."

Someone may ask how many Rotarians there now are, and how many Clubs. Just fish the current issue of *THE ROTARIAN* out of your pocket, turn to the *This Rotary Month* page, and pass it around the table. Or here are the latest figures: 332,000 members and 6,930 Clubs.

"Of these, 102 Clubs," you can point out, "have come in since July. The question for 1955 is whether this rate will level off or go up and up!"

Right here I would like to break into the discussion with the observation that *we can have 10,000 Clubs and 500,000 members by 1955*. Size alone is not everything, I concede, yet it is obviously true that Rotary's influence will expand in proportion to the increase in the number of Rotarians and Clubs.

We have just three ways to grow:

First, we can increase the rosters of existing Clubs by filling all open classifications, and by taking advantage of special types of membership.

Second, we can organize new Clubs in communities which are now without the benefit of Rotary.

Third, we can have more Clubs in distinct, separate trade areas of metropolitan cities.

If your Club has exhausted membership possibilities, it is exceptional. More probably it is like one which I visited as District Governor. It had approximately 90 men. During the Club Assembly, the Classification Committee [*Continued on page 54*]



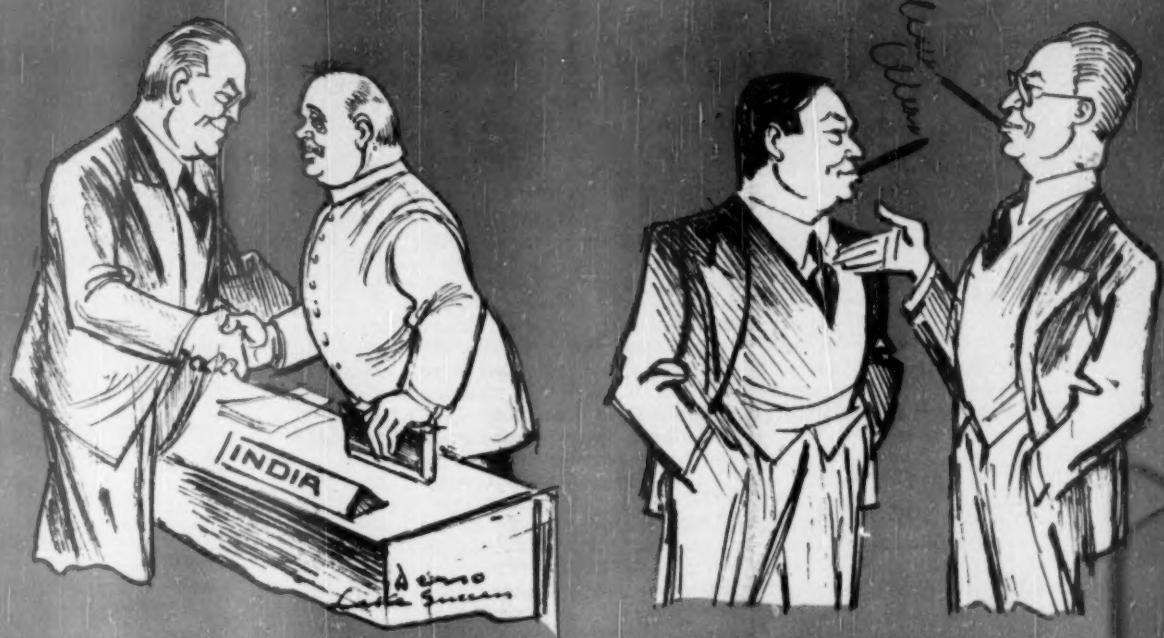


Rotarians at Lake Success

As sketched at the
last General Assembly
by *Demo*



Carlos P. Romulo (seated), of Manila, The Philippines, who is President of the United Nations General Assembly, discusses procedure with Benjamin Cohen, of Santiago, Chile, Assistant General Secretary.



Warren R. Austin, of Burlington, Vt., permanent United States representative, pauses to exchange greetings with Representative Maharaja Jam Saheb of Navanagar, India.

H. E. U So Nyan (left), vice-chairman of the Burmese delegation, and U Tin Maung, alternate representative, both of Rangoon, Burma, between sessions.



H. R. H. Prince Wan Waithayakon (left), of Bangkok, Thailand, a Past District Governor of Rotary International with honorary membership in Silver Spring, Md.; K. S. Hsiao (center), of Kavachi, Pekium, alternate representative; and Rickard Sandler, who is a representative from Gefle, Sweden.

FOR 40 YEARS or more that beautifully functional mechanism, the automobile, has been clamoring for more space and freedom wherever it has gone. For many of those years Los Angeles has striven to answer that clamor. Today it is engaged in a tremendous effort to that end.

Quite probably you know that in terms of land area this West Coast metropolis is the largest city in the United States. You may not know that it is also the most motorized city, with one car for every 2.6 persons and with about a million automobiles on its streets each day. Here is indeed a City on Wheels. Here almost everyone rides—in his own automobile.

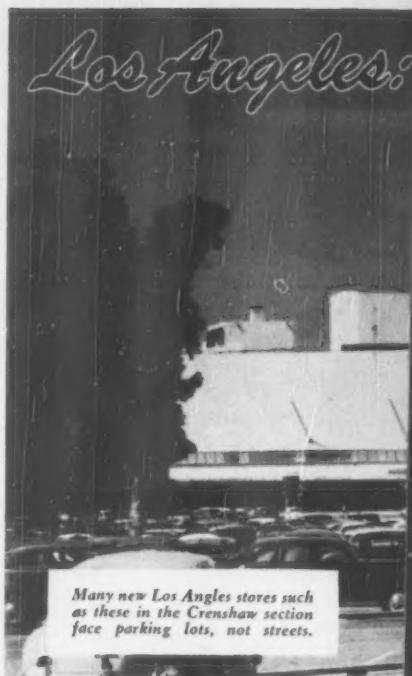
The impact of all this on our city planning, business construction, and very patterns of living has been great, and we are now embarked on a vast program of replanning and rebuilding our street systems and business structures to synchronize life in Los Angeles with the automobile still more closely. We are, for example, taking our new stores out to vacant places and facing them around to the parking lot. We are placing our movie screens out under the stars and our restaurants, banks, and laundries on vast aprons of concrete. We are redesigning our homes.

There are certain facts about Los Angeles you need before we

go on with the story, however. Forty miles long, 25 miles wide, it has an area of 470 square miles! Sprinkled over this vast piece of earth—which you have only to water to have sparkling green lawns and fruit-burdened trees—are hundreds of different neighborhoods, each with acres of air and sun around it and each more or less self-contained. Together with the compact and older business and residential section, these neighborhoods make up this city of 2 million people which is, or soon will be, the third-largest city in the U. S. in population.

For Los Angeles is growing. In the fastest-growing State in the U. S., it has seen whole communities like its Westchester with 30,000 people spring up on its vacant land since 1940. It has added some 240,000 new homes and apartment units since 1945. It welcomes 260 new-born babies every day, built 30 new schools in the past decade, and, as a local saying goes, still needs "A new school every Monday morning." An integral part of the picture, too, is the fact that the metropolitan area of Los Angeles embraces 4 million persons.

That this region should take the lead in contemporary planning is perhaps small wonder, for many creative people of wide note make their homes here. Designer Henry Dreyfuss, for example, lives in



Many new Los Angeles stores such as these in the Crenshaw section face parking lots, not streets.

Pasadena and commutes to New York. Raymond Loewy, of Studebaker fame, has a Winter home in Palm Springs.

Now back to the automobile and my story. Los Angeles' answer to the question of how to live most successfully with this convenient machine has taken the form of a gradual decentralization of business from the old downtown business district to the open areas in the environs of our city. Begun in the '30s, retarded by the war, but now in full momentum again, this exodus to the suburbs will cost hundreds of millions of dollars for new merchandising facilities and more millions in public expenditure for wide traffic arteries, new streets, and other facilities which the conversion will necessitate. Out of it, we expect, will come more business and better living. Here are some of the things taking place:

About 95 percent of all customers now enter our new stores and banks through the back doors which open direct upon acres of paved and landscaped customer parking areas. All our new department stores, drug stores,

This Is Los Angeles Rotary-wise

tually complete communities, and 21 of these have Rotary Clubs. That makes Los Angeles the leader in the "multiple Club" movement in the United States. Rotary allows more than one Club in a city if the original Club approves and if the additional Clubs are in distinct trade centers.

The Rotary Club of Los Angeles, which was formed in 1909, and the 20 additional Clubs established within the city since then are, in the order of their birth: (1) Los Angeles, (2) San Pedro, (3) Hollywood, (4) Van Nuys, (5) North Hollywood, (6) Wilmington, (7) West Hollywood, (8) West Los Angeles, (9) Wilshire, (10) Sun Valley, (11) Southwest Los Angeles, (12) Studio City, (13) Sunland-Tujunga, (14) Venice, (15) Crenshaw, (16) Northeast Los Angeles, (17) Tarzana, (18) Canoga Park, (19) Sherman Oaks, (20) Granada Hills, (21) Reseda.



WITHIN the city limits of Los Angeles, largest of U. S. cities in land area, there are some 900 more or less definable neighborhoods. Many are vir-

The City That's Remodeled Remedy

A NEW KIND OF LIVING GROWS

WHERE ALMOST EVERYBODY RIDES.

By J. Robert Harris



supermarkets, even the 5-and-10-cent stores, offer off-street parking—with their principal window displays fronting parking areas.

Time was, you know, when we appraised the value of a store location by counting pedestrian traffic passing the site. That criterion is passing in Los Angeles. Far more important than a busy spot on "the main drag" is plenty of off-street parking space.

Sears & Roebuck's new stores throughout southern California are sprawling one- and two-story structures with acres of customer parking space and are well outside of existing business centers. The vanishing pedestrian did not figure in their location.

The drive-in sandwich stand of the late '20s may have been the start of it all. It was planned for the automobile and was an outstanding success. Most of the original ones are still doing business in southern California. The mortality rate of restaurants is notoriously high everywhere; that of the wayside drive-in is about zero. That fact



Typical of the traffic arteries that run through Los Angeles is the Cahuenga Pass Freeway connecting the San Fernando Valley with Hollywood and the downtown business district. Note the five one-way lanes! . . . Pacific beaches (below) are only a short drive for anyone in the city. This view shows the Oceanhouse and Sand and Sea private clubs.

Photo: The Author



Human Nature Put to Work



The nervous little man standing in the crowded railroad station may not have known the Power of Suggestion—but he knew how to use it. Glancing at his watch, he reached for his bag, and rushed out to the station platform. Following his lead, other travellers grabbed their luggage and ran. A moment later the little man returned, chose a comfortable seat, and read a magazine until train time—30 minutes later.

—Edward Wales, Los Angeles, Calif.
—From Skyscrapers



My brother-in-law was a particularly successful contractor. This good fortune he credited to the "sidewalk superintendents" who gathered to witness his building projects. He employed one man to do nothing but gather the comments of the crowd, and he claimed that many a major problem was solved by piecing together these bits of wisdom from the side lines.

—Ken McQuillen, Patton, Pa.



The day after we had installed an air-conditioning system in a New York City store, the manager reported that several of his salesgirls had fainted. They weren't getting enough air, he claimed. Our equipment, I knew, had tested perfectly, but I promised to send over an engineer. The next day, with the sales force on its feet and happy, the engineer explained how he'd solved the problem. Finding the system working correctly, he'd merely tied a piece of ribbon to each register. Fluttering in the breeze, these ribbons spelled cool, airy comfort to everyone in the store.

—Gerald L. Kaufman, New York, N. Y.

Let's have your story. If it's used in this department, a \$10 check will be sent you (\$5 if it's from another publication). —Eds.

has pointed the way to considerable change in the restaurant business. Today our better restaurants, each in its own building especially designed for its function, are on the fashionable, wide boulevards in the environs of the city. And most of them have their own excellent off-street parking accommodations. All of which helps to make eating out a pleasure.

The open-air drive-in theater is another development expressly designed for the automobile. The moviegoer stays in his car, views the picture on a giant screen, hears the sound through a small loud speaker which an usher hangs just inside his car window. The motel for tourists—the word deriving from *motor* and *hotel*—is still another. These motels seem to be everywhere on our noisy highways. Had they been located in quieter surroundings, they most certainly would have played havoc with the hotel business.

An outstanding example of this new type of merchandising synchronized to the automobile is Bullock's Pasadena department store, recently opened in an undeveloped area a mile south of the established shopping center. An innovation in contemporary planning, the beautiful building incorporates entirely new arrangements in display and facilities.

Approaching the store by automobile, one drives into spacious parking grounds. Leaving his car, he walks through beautifully landscaped gardens and along terraces flanked by comfortable seats and tables, and enters by one of several doors, all of which lead to the central carpeted concourse from which all departments radiate. On the upper floor a tea room commands an exquisite view of the Sierra Madre Mountains. Everywhere are exquisite color schemes, carpeted floors, and comfortable furniture to provide perfect relaxation while shopping.

Contrast this with the ordeal of yesterday which meant a long drive downtown, a search for a place to park the car, a several-block walk to the store, standing long hours on hard floors, looking vainly for a place to rest, the walk back to the car with arms laden, and the long drive home through heavy afternoon traffic.

The traffic problem—the prob-

lem of getting from here to there quickly by car—besets cities universally. In Los Angeles we are moving to the kind of solution such designers as Norman Bel Geddes and Hugh Ferris envisioned two decades past. We are using wide, divided, high-speed freeways that are depressed to avoid street intersections, and that criss-cross the city through or near the downtown business area. These relieve traffic congestion even in peak periods. There are now five in Los Angeles County. In a contemplated ten-year program 165 miles of these high-speed freeways will be built.

For a fascinating sight, stand in Santa Anita Park any afternoon during the racing season and watch 20,000 automobiles come in off our speedways and glide smoothly into the paved parking area. All 20,000 will be self-parked in less than 45 minutes! Easy does it at Santa Anita—even to the parting with the bank roll!

It is the automobile that makes possible a city like Los Angeles—a family of lesser communities each with room to grow and all bound together with bonds of concrete and asphalt that flow through miles of trees and flowers. Perhaps we have made good use of the motorcar in the past; *Time* magazine recently called Los Angeles "the first big city of the automobile age." We shall do better still.

OTHER communities are learning the same truths we are—that outlying shopping centers make for better business and better living. Zoning ordinances in some cities require a certain amount of off-street parking for each new building constructed. It cannot be overstressed. It will be the Number One requirement of cities of tomorrow. And will those cities of tomorrow boast of lofty skyscraper sky lines? I think not. The automobile will have stretched those cities *out*—not *up*—as it is doing to this metropolis.

Los Angeles has one compromise between the old and the new, however. It is a multistoried office building with auto ramps leading up to each office suite. You drive up the ramp, park beside your office, open your door—and you're at work!

Protect Your Name

YOUR COMPANY BRANDS ARE VALUABLE ASSETS.

TO DETER IMITATORS TAKES ETERNAL VIGILANCE.

By Abraham Brody

COUNSELLOR-AT-LAW

IN THE COURSE of a lifetime it is not unlikely that your pocket has been picked, your house burglarized, or your car stolen. With the high rate of crime prevailing, the average man has been the victim of crime at one time or another. But have you ever had your name stolen? Has a thief ever tried to palm off your reputation and goodwill?

Name stealing has become a widespread racket permeating our business life. There are people who engage in this brand of larceny as others engage in the more familiar kind of jewelry, fur, or automobile theft. More insidious, harder to detect, it was until recently a comparatively safe and riskless business. The worst that could happen to the thief when caught was a judgment in a civil suit for injunction or damages—neither quite so bad as a rap on the knuckles. He could submit to the decree of the court, cease and desist as directed, and transfer his predatory activities elsewhere.

New York State now makes it a misdemeanor punishable by fine or imprisonment to use another's name without his authorization. Some States have followed New York's example. The Federal Government, however, has no comparable law—a regrettable fact, since most costs involving appropriation of trade names or marks are in interstate commerce.

How does larceny of a trade mark or name occur? Let us suppose that you are the distiller of a brandy aptly styled Mule's Kick. You have been established for years and bear an excel-

lent reputation in the trade. You have spent thousands of dollars in advertising so that Mule's Kick is known wherever men drink or celebrate. One fine day you learn to your chagrin and dismay that a rival has appeared in the market with a cheap imitation which he also calls Mule's Kick. Unscrupulous dealers palm off your rival's liquor for yours. The seasoned customer is disappointed in the product and swears never again to make the mistake of buying Mule's Kick. Your loss is just as real as if so many cases of your brandy had been pilfered and carted away.

There is scarcely a well-known trade mark in America that has not been the subject of larceny at one time or another. As a rule, the bigger and better known the name, the more it is coveted. Coca-Cola leads the parade with hundreds of imitations thinly camouflaged. The company fights off as many as possible, ignores others; but still they come year after year, eager to snatch some of the gold that is in the magic name. The Great Atlantic & Pacific Company, Tiffany's, Bacardi, Bamberger's Department Store, the Automat, Loew's Theaters, and scores of others have had to fight in court to defend their good name against piracy.

"What's in a name?" asked Juliet. "That which we call a rose, by any name would smell as sweet." We think differently today. A trade name or trade mark is a valuable asset, sometimes the only asset of a firm. Businessmen spend thousands of dollars to make their product known and, although intangible, goodwill is as real as cash, stocks, and bonds.

The value of the Coca-Cola trade mark has been estimated at approximately 60 million dollars, that being the amount of money spent on advertising. Lucky Strike is a close second with 45 million dollars and Maxwell House Coffee third with 35 million. These are not merely figures of speech but figures which accountants juggle in their ledgers and balance sheets—as real as figures on debentures or greenbacks or other negotiable paper.

The law does not apply to personal or family names. A man may adopt any moniker which suits his whim, fancy, or caprice, no matter how many others bear it, so long as he does not engage in business. [Continued on page 52]



Detroit Schools Play Safe

TEACHING CAUTION
GETS RESULTS IN THE FAMED
MICHIGAN METROPOLIS.

By A. J. Cutting

IT'S ALL in the line of duty when the police sergeant does magic tricks, or an officer's dog puts on an exhibition of obedience, or a policeman who is a ventriloquist brings his happy-faced dummy, Jerry McSafety, into the classroom.

"Jerry," he will ask, "how should you cross a street?"

Jerry's eyes roll, his bulbous nose lights up, and he snaps, "Stop, look, and follow your nose!"

The youngsters rock with laughter—but they learn as they laugh. These and similar programs have developed a safety-consciousness that has earned Detroit one of the best records of any large city.

As sandy-haired Gordon C. Gra-

Hi, patrol boy! Youngsters recognize Detroit's nearly 7,500 safety-patrol boys as their friends—and obey the directions they give. Carefully trained for the job of overseeing traffic at school crossings, the boy in each elementary or intermediate school who is to be safety-patrol captain is sent to a special Summer camp for a week of intensive training.



Go with the green light—stop when it's red. Children in lower grades practice safety in their classroom.

THINGS You SHOULD KNOW

1. KNOW WHERE THE ALARM BOX NEAREST YOUR HOME IS LOCATED.
2. KNOW HOW TO USE IT.
3. REMAIN AT THE ALARM BOX TO DIRECT THE FIREMEN.

Remember THE FIRE ALARM BOX IS THE MOST DIRECT MEANS OF COMMUNICATION IN CASE OF FIRE



A captain of the fire department uses a demonstration fire-alarm box during a lecture on the essentials of fire prevention at a school assembly.



"So, don't be a noodlehead!" Children read the story of a noodlehead doll who lost a leg by not being careful.

Over 1,000 high-school students will take the driver-training course this year. Twenty-eight cars, four with dual controls, are used.



ham, supervisor of safety education for the public schools, will tell you, "It's a job that requires plenty of teamwork. The schools, the police and fire departments, and safety agencies all work together to teach children to live safely in a big community."

Safety education permeates the entire school system, beginning with the kindergarten where youngsters learn about traffic lights, how to cross streets, and obedience to safety patrols. Teachers read them safety stories, mostly built around animal pets.

The story of Noodlehead Jones is told to the children in the lower grades. Noodlehead is a small, sawdust boy who has noodles in his head instead of brains. He continually causes—or has caused—disastrous accidents, and ends up sadly by losing a leg, which is replaced by a clothespin.

The moral of this story—perfectly understandable to children—is, "Don't be a noodlehead!"

In the upper grades safety is correlated with other subjects. For example, a history or mathematics teacher will assign a problem that involves a point of safety.

In addition to the regular school curriculum, special assemblies, programs, and radio broadcasts are used. Last year Santa Claus (from a downtown department store) talked to the children of the lower grades about safety at Christmas time. When Rin Tin Tin III and his trainer were in Detroit, they made a number of personal appearances in schools. Their subject: safety with dogs.

The Green-Pennant Campaign is another interesting project. Sponsored jointly by the schools, the police, and a newspaper, the cam-

paign awards a green pennant to fly atop each school building that has gone 30 days without any of its pupils having been injured through his own fault.

Lieutenant Fred F. Wright, of the police department's public safety bureau, says, "This appeal to the child's pride in his school is one of the most important factors in reducing accidents."

Such devices are part of the comprehensive program that whittled Detroit's annual traffic death rate among public-school children from a shocking 96 in 1919 to a low of 10 in 1945 and brought safety experts from numerous American cities and several other countries to study the plan.

Boys and girls in the 12th grade—seniors in high school—are taught to drive automobiles in special off-the-street training areas at two of the high schools. Each school has 13 cars, including a dual-control trainer, made available by Detroit automobile dealers. Two other high schools have dual-equipped cars for on-street training.

During the last school year 675 students learned good driving, and this year indications are that twice as many will finish the course.

Detroit's program, thanks to the teamwork of all concerned, has paid off in more ways than one. In addition to reducing traffic fatalities among school children to an "irreducible minimum," the activities of the schools have made a major contribution to the over-all record that has brought Detroit more top awards in safety since 1942 than any other large U. S. city can boast.

It is a record—and a program—that other cities should note.

The training ground at one of Detroit's high schools. Note the hill at the center of the area to teach starting and stopping on grades. Cars were provided by car dealers in Detroit.



Detroit's the Place

IT'S the place, that is, for the 1950 Convention of Rotary International. Thousands of men and women and children from 50 or 60 countries will flock to the Michigan metropolis for that event June 18-22.

And music will greet them . . . music made by the city's famed Scandinavian orchestra and presented as a musical introduction to the Convention on Sunday evening. Fresh from a Spring concert tour in Europe, the group will offer both classical and popular numbers.



* * *

All the traditional features that have made Rotary Conventions memorable in the past—good speakers, craft and group assemblies, excellent entertainment—will obtain at Detroit. The fact that it is to be a "delegates' Convention" with attendance restricted to certain categories will make for a slightly smaller, more intimate, more efficient gathering.



* * *

A moonlight ride on the Detroit River is scheduled for an early evening of Convention Week, for all who like excursion boat rides.

The House of Friendship, a Hub of Friendship for Youth, teas and other entertainment for the ladies, and the President's Ball, which always brings the social side of the Convention to a climax, will have their places in the entertainment aspect of the reunion. Visits to such places of interest as the famous Greenfield Village will be on the "must" lists of many families.

Act now if you wish to attend. Each Rotary Club is entitled to one delegate for each 50 members or major fraction thereof as well as alternates and others. Each of these can bring members of his immediate family. Has your Club filled its quota? Ask your Secretary. Detroit's the place for a Convention you'll remember!



Meet Max Brauer—

Mayor of Hamburg

A ONE-TIME AMERICAN,
HE'S PUTTING 'ZIP' INTO HIS JOB.

THE diary of the Mayor of Hamburg—if he had time to keep one—would make fascinating reading. Going back a number of years it would begin with an entry something like this:

—1931: I am determined as Mayor of Altona, largest suburb of Hamburg, to use my influence in opposition to Hitler's Nazis.

—1932: Shots have been fired into our home. Have moved my family to the country for safety. A police guard has been engaged to ward off violence by Nazi Brown Shirts.

—1933: Germany falls to Hitler. Storm troopers rush into Altona, but I have escaped. A friend's passport sees me safely into Austria.

—1934: I am in China on an assignment for the League of Nations to advise Chiang Kai-shek on economic matters.

—1935: Nazi diplomatic pressure forces me out of China. I arrive in the United States.

—1936: I bring my family, whom Swiss friends have spirited out of Germany, to the United States. How wonderful this new freedom!

—1941: I receive my final citizenship papers. I am an American!

—1946: I renounce my American citizenship, and I am immediately elected Mayor of Hamburg. I have left my happy exile in America, because Germany has called. She needs me. I go to the new battle ground of democracy! . . .

This, in brief, has been the outline of the stormy career of Rotarian Max Friedrich Brauer, now Mayor of the second-largest, and perhaps most devastated, city in Germany. Were you to fill in that outline with a picture of the man himself, you would have an unusual portrait.

Born in 1887 into the home of a poor working family in Altona, young Max became a glass blower, a member of the co-operative movement, and a leader of trade unionism. He was—and is—a member of the German Socialist party. But labels do not adequately describe the new Mayor of Hamburg.

Mayor Brauer has no tolerance for a socialism that "exhausts itself in theory." He boldly welcomes free initiative.

While his party advocates shorter hours, one of his first acts as Mayor was to extend the hours of business. "Why, in America," he says, "you can find superdrug stores that are open all night!"

The Socialists consider theirs to be a poor man's party, but Mayor Brauer says he is the representa-



Rotarian Brauer—who went home to fight for democracy.

tive of all the people, and, in spite of the near apoplexy of his political advisors, he associates freely with the city's rich as well as its poor.

While in the United States, Rotarian Brauer worked for church organizations, lecturing in nearly every State. His son, Dr. Werner Brauer, was a captain in the United States Army Medical Corps during the war, and his daughter—who now lives in Concord, New Hampshire—married an American.

One of his biggest problems upon returning to Germany was reawakening the people's spirit. For generations there had been little pleasure steamers plying the lake at Hamburg's center. During his first days as Mayor he diverted coal to the pleasure boats. It was a gesture the people needed. And when the city was lighted for Christmas—the first time in seven dark years—the people knew there were better days ahead.

It is perhaps traditional that German officials should deliberate, sometimes for weeks, over their decisions. With the efficiency of a Yankee business executive, Rotarian Brauer works fast, expecting his orders will be carried out with equal dispatch.

"Ach!" his subordinates say. "Such excitement! So much work he gives! Just like an American."

And it is true that Rotarian Brauer has taken back with him to Germany much that he learned and came to admire in the United States. But basically he has once again become a 100 percent German, doing his part to help his fatherland accept its responsibilities and achieve its rightful place in the world of friendly nations.



Photos: Ame, Roberts, Owens-Corning, Underwood, Wide World

Uncle Sam's Foreign

HERE IS A FREE PRESS
WITH INTERNATIONAL INFLUENCE.

ON JULY 5, 1776, *Der Staats-Bote*, a tiny German-language newspaper in Philadelphia, scored one of the great news beats of all time. It "broke" the news of ratification of the American Declaration of Independence a full 24 hours ahead of its English-language competitors. There's a subtle link between *Der Staats-Bote's* alert response to that pronouncement on "unalienable rights" and what happened during the month of April, 1948, in Italy.

The new republic was tottering, you remember. But observers who forecast a victory for Togliatti, the Communist leader, had not reckoned on a "Letters to Italy" drive led by the Italian wing of the foreign-language press in the United States. Editors counselled readers who had benefited under democracy to write overseas relatives and friends. The idea caught on—to the tune of more than a million letters a month. Often they contained editorials or other clippings from Italian-American papers, extolling the democratic way of life. Many newspapers sent free subscriptions.

The result? Well, *something* swayed the balance in favor of democracy. And enough credit for the victory attaches to the "Letters to Italy" campaign to set up the U. S. non-English press as a new and little-known factor in international affairs.

Even to most Americans, it's a dark continent in journalism. Few would imagine that it has 1,010 publications—about equally divided between newspapers and magazines—reaching 10 million readers. That latter figure is a guess—probably a good one, but a guess nevertheless, for accurate statistics are unobtainable.

Though languages range from Chinese and Korean to Croatian (in Latin letters) and Serbian (in Cyrillic)—even to Esperanto—most popular are these 12 in this order:

Polish	Slovak
Yiddish	Lithuanian
Italian	Swedish
German	Spanish
Czech	Croatian
Hungarian	French

Some prosperous papers, like the Jewish *Forward*, have their own modern buildings, with presses, radio stations, world news bureaus, and staffs of several hundred. More typical are the small papers such as the Slovak daily, *New Yorksky Dennik*, housed in a converted brownstone. Still others are one-man shops, run by editor-managers whose offices are in their hats.

Usually the editor is a sort of general counsellor to his group, a locator of missing persons, advisor on personal problems, master of governmental red tape,

Language Newspapers

By Phil Kelly



etc. They carry on the tradition of "personalized journalism," often engaging in old-fashioned rough-and-tumble editorial feuds. As one editor said wryly, "If we don't see our names in an opposition paper each week, we think we're slipping."

The ubiquitous columnists, comics, sports, and syndicated material common to the average U. S. journal are missing from most foreign-language papers. Politics, literature, music, art, and religion get thoughtful attention from scholars of international repute. *France Amerique* may feature articles by writers André Malraux and Jules Romains. Many newspapers are now full of articles, short stories, and memoirs by displaced persons. Some of the most talented writers of Europe and elsewhere are now in the U. S. bringing their expert knowledge to American readers through this medium.

Who reads these publications? The best answer lies in the explanation of foreign-language publishers who explain the rôle of their papers as "the fire under the melting pot." The late Victor Ridder, founder of the century-old *New Yorker Staats-Zeitung und Herold*, put it this way: "Our basic purpose is to act as a bridge between the time of the immigrant's arrival in the U. S. and the time he can read English. The foreign-language paper gives the immigrant an American newspaper in his own tongue."

Loneliness and nostalgia are usually strong in the immigrant. Man can seldom shut himself off completely from his homeland, especially when relatives and friends remain there. The joy with which thousands of travelling Americans embrace the *Herald Tribune's* Paris edition is typical of the reaction of an immigrant to a publication published in his new homeland in a familiar language.

This is borne out by the fact that New York, traditional gateway to the New World, leads the list with 290 publications. Chicago, with 94 publications, brings Illinois into second place, followed by Pennsylvania (83), California (66), Massachusetts (53), Texas (52), Ohio (50), Michigan (43), and New Jersey (38), in that order among the leaders.

What do these publications tell their readers? That is the question of concern not alone to the United States, but to other countries. And a hint of the answer is to be found in that "Letters to Italy" campaign which helped hold that country in the democratic column.

In general, the U. S. foreign-language press can be divided into those same three groups of left, center, and right whose struggles cause world unrest today. But the far left is a weak, noisy minority; the center, as always, is a broad shifting group; and the far



right, the most numerous. Many religious newspapers are in this group.

This division is found even among the three larger Russian papers in New York City. To the far left is the *Russky Golos*; in the middle, the *Novoye Russkoye Slovo*, strongly anti-Soviet but favoring the Russian people; and to the far right is *Rossiya*, conservative, monarchistic. Russian foreign-language papers generally comment on U. S.-Soviet problems according to their position in this basic pattern.

The German press is equally unorganized, but generally presents a united front in calling for an independent Germany. An important section of the German press also denounces Allied occupation policies, the Morgenthau plan, de-Nazification procedures, and war-criminal trials. But the press representing former Axis-occupied countries—which means all of Europe except Spain, Switzerland, and Sweden—favors a harsh peace for Germany.

During the early stages of World War II, with nationalistic fervor running strong, a few for-

eign-language papers did overstep the bounds of press freedom. Some of their editors honestly believed (as did many pre-Pearl Harbor isolationists) that the U. S. should stay out. But this censure was more than balanced by the tremendous cooperation given the war effort after Pearl Harbor. The most striking fact, however—and one which pays tribute both to the strength of democracy in the U. S. and its foreign-language press—is that no special restrictions were placed upon these papers, even in wartime.

PERHAPS the greatest—and certainly the most ironical—weakness of some papers is their tendency to foster religious and racial hatreds. Representing minority groups themselves, some editors discriminate in turn. Some Mexican papers in the Southwest, for example, comment slightly on Negro problems. Religious bigotry is evident; B'nai B'rith's 1947 Anti-Defamation League (which maintains a continuing study of anti-Semitism) reported a section of the foreign-language press has pushed anti-Semitic themes.

On the whole, however, the facts indicate that the non-English press of the U. S. has earned a favorable verdict. It does aid greatly in educating and assimilating the newcomers. Many 1880-1920 immigrants were illiterate, and early editors faced not only the problem of finding trained writers and reporters, but also of developing readers. As its readers grew in intelligence, the press showed the same responsiveness. After becoming familiar with their own language, many found it relatively easy to shift to English. In numerous cases, the publications made a similar transition, printing first one column, then two, then a page, and finally their entire paper in English.

There are some who feel these will be the last great years for the foreign-language press. They point out that as the United States matures, almost no one will remain who cannot read English. But the ultimate fate of the press has little bearing on its importance today. Experience with Italy proves that it is an agency of high potential in reaching and influencing Europe's millions.

The D. P.s? What Can I Do about Them?

THE MAN in the photo—his name does not matter; neither does the place of his birth. What counts is that he is a skilled European physician—with no one to doctor. World War II left him homeless, Stateless, and jobless. And so he remains.

In this he is typical of 26,000 highly trained business and professional men who still mark time in the refugee centers of the Continent of Europe. For the many nations that opened their doors to Europe's millions of "displaced persons" wanted common laborers mostly—not doctors, lawyers, and engineers.

Today there is fresh hope for these men. Under a new arrangement between the International Refugee Organization and Canada and between the IRO and the United States, these skilled "D. P.s" and their families will be

admitted to those countries—if properly sponsored.

In this there's opportunity for Rotarians who have wondered what they could do about it all. Here is exactly what Rotarians and Clubs in the U.S.A. can do: (1) decide to sponsor a displaced person, finding a job and housing for him; (2) obtain forms (*Assurances for Unnamed Displaced Persons*)

from Rotary International in Chicago; (3) fill out these forms, have them notarized, and mail them to the U. S. Displaced Persons Commission; (4) provide reception for the "D. P." at his port of arrival and transportation to his destination. In Canada, where the system differs slightly, and in the U.S.A. all Club Presidents have full information.

Already a score of Clubs have obtained the assurance forms stamped "Rotary." Already some of these papers have begun to turn official wheels that will lift capable men out of frustrating idleness and set them down in lands still blessed with opportunities for the man who wants to work.

Meanwhile, the doctor in the photo goes on polishing up his English—in the sustaining hope that someday he can start anew in an English-speaking land.



Those Vital If's

TURN RIGHT? TURN LEFT? ALL MEN

SOON OR LATE REACH CROSSROADS.

By Arthur Stringer

HAVE you had a Great Divide in your life? Can you, looking back, discern some decisive moment when the choosing of one of two courses influenced your career as definitely as America's continental height of land determines whether rivers must flow east or west?

In most lives there is such a Great Divide. And rare is the mortal who has not been confronted by a moment of perplexity when the turning to the right or to the left has involved the flow of all his future. The traveller through circumstance, in other words, comes to a fork in the road, and his decision to take one of two possible paths has much to do with the shaping of his career.

The agencies prompting any such decision may seem trivial. But the results can be momentous. As Herbert Spencer once affirmed: "We all occasionally moralize on the effects initiated by small causes. . . . In every life there is a budding-out of incidents severally capable of leading to large results." So history, we find, is stippled with a long succession of "if's." And where des-

tiny has confronted genius with the choice of one of two courses it is interesting to speculate on what would have happened if an alternate course had been chosen.

If Shakespeare, under the double cloud of poaching in Sir Thomas Lucy's park and a forced marriage with Anne Hathaway, had not suddenly packed up and left rural Stratford for the hurly-burly of London, he might have remained a mere bucolic versifier, more emulative of the lyrics of Fletcher and Greene than of the dramatic efforts of Marlowe. But that abrupt descent on London brought him in touch with the stage, and from holding horses in front of a theater he drifted into acting and later into writing for that theater. The geese that awakened the sleeping guardians of Rome changed history no more than did the stolen deer that turned a small-town dreamer into the greatest dramatist who ever lived.

If Keats, after coughing arterial

blood into his handkerchief and protesting that small red stain spelt his death warrant, had emigrated to America as he intended, the dry air of Arizona or the salubrious climate of southern California might have arrested his disease and left him with many a year to pursue his calling. His brother, George, already in the New World, had pressed him to make the trip, and for a time the tubercular poet trembled on the brink of what Stevenson was later to do. But John Keats chose the darker path. He lingered too long in the fogs of England and finally coughed his life away in a dungeon-like room in Rome's Piazza de Spagna. He died too young, with his lifework tragically unfinished. And now it is useless to speculate on how another decade or two of artistic growth might have fulfilled the promise of his earlier poetry and left him almost as colossal a figure as Shakespeare.

Keats



Shakespeare

Or if Shelley, one hot afternoon in July, had taken half a day longer to argue Leigh Hunt and Byron into a better understanding of each other at Leghorn, that crazy little schooner the *Ariel* would surely have missed the brief squall that swept down the coast of Italy, and the body of a poet, with its life snuffed out at the early age of 30, would never have been washed ashore at Via Reggio. When the storm-lashed *Ariel* foundered in 1822, it took with it an erratic genius who still had his best work to give to the world, a world that saw only the April of his dramatic ability in *The Cenci* and *Prometheus Unbound*.

Or take the case of the Brownsings, when Robert was clandestinely courting Elizabeth Barrett. The latter loved her dog, Flush, almost as much as she loved the ardent wooer with whom she finally agreed to elope. When they stole away at night, to escape the vigilance of a blindly possessive father,



Shelley



Browning

she insisted on taking Flush with her. The dog, awakened at midnight and disturbed by such doings, might have barked and aroused the household. But no bark

echoed through that silent Wimpole Street home. A tyrannical parent remained ignorant of his daughter's flight, which he plainly enough would have stopped. It was a ghostly Great Divide in the career of two poets demanding the fullness of life. For the frail and timorous Elizabeth, once "ee of that imprisoning home, forgot her invalidism and knew many years of happiness and creative effort, just as Robert Browning himself grew in power and understanding because of a companionship that became richer as it ripened.

Browning himself, it might be added, had earlier come to a fork in the road of his own intentions. When he found little response to his youthful and sadly misunderstood poetry and was offered a clerkship in the Bank of England, he walked the floor and grimly debated whether he should give his life to finance or to literature. His decision to adhere to poetry instead of warming a stool gave the world *Sordello* and *The Ring and the Book* and made him one of the great men of his century.

Long before William Osler went up to Trinity College he was interested in bugs and butterflies. But it was the intention of his family and the advice of his Weston schoolmaster that he should study for the ministry. Trinity, in fact, was then a nursery for the divinity faculty, with clergymen for practically all its arts-course teachers. But Osler did not succumb to those teachers. His boyhood interest in his zoological collections and his curiosity about fresh-water polyzoa abruptly tipped the scales. A day came when he no longer hesitated about which way the river of his



Osler

lifework was to flow. He decided on science instead of theology, confronting his family with the news that he could never be a preacher. And that decision saved for the science of medicine one of its most illustrious practitioners.

To turn the clock back 2,000 years, if Mark Antony had not overprized the kisses of a sultry Cleopatra who persuaded him to seek another session with that amorous queen in Egypt, he might not have faced Octavian and defeat in the battle of Actium. Had the lady been less alluring and his inclinations more platonic, Antony might have returned to his native country the undisputed master of the Roman Empire.

There was, it must be acknowledged, more than one "if" in the tumultuous career of Christopher Columbus. But one clouded Great Divide he definitely crossed when in the Summer of 1476 he sailed on one of four Genoese ships that undertook the then dangerous voyage to England. Off Cape St. Vincent these four small vessels were attacked by a ruthless privateer who answered to the name of Guillaume de Casenove. After much bloodshed two of the Genoese ships were sunk. The one that held Columbus slipped out of the engagement and with riddled sails and bloodstained decks managed to keep afloat and reach Lisbon. If the daring young navigator of Genoa had died at the hands of pirates on that frenzied August afternoon in 1476, he would never have been known to the world as the discoverer of America.

If in 1794 a young Napoleon Bonaparte had not met and won the interest of Thérèse Tallien, the course of his own life and the history of Europe would surely have taken another direction. Napoleon's fortunes were then at low ebb. He was still an unrecognized genius, uncertain of his future, so poverty stricken he had to sell his watch and his books to keep the wolf from the door. Aubry, the Minister of War, had removed him from the army's active list because of his refusal



Columbus

to head an infantry brigade to be sent against the Western Royalists. To cap the climax of his woes, he was suffering from both the mange and malaria. He decided, in his despondency, to slip away to Turkey and busy himself refurbishing the Sultan's army, an army in which he had only academic interest.

It was then that the fair Thérèse intervened. As the war prisoner and later the wife of Jean Lambert Tallien, the proconsul who subdued the Terrorists of Bordeaux and succeeded in suppressing the Revolutionary Tribunal, she became the social leader of Paris and an adventurous lady with a finger in many a political pie. The thin and malaria-shaken young artillery officer so interested her that she maneuvered an armistice with the military authorities and saw to it that Napoleon was reinstated in the army and expeditiously sent to Italy after Kellermann had lost the lines of the Apennines. The Great Divide in a would-be conqueror's life had been crossed. A few months later he subdued the Royalist rising, saved the Republic, and continued on the royal road to fame.

But one could go on indefinitely with these "if's" that have to do with the falling dice of destiny, with these seemingly trivial things that were momentous in their final effects. History is so full of occasions where "For the loss of a nail the shoe was lost" that it carries us all the way back to that critical moment when Mother Eve hesitated about taking a bite out of an apple. The field of science and invention, of warfare and diplomacy, of love-making and map-making, of art and literature, is ridged with these apparently small divides that resolve themselves into great decisions, reminding mortals that Fate weaves unpredictably because she weaves so blindly.



Napoleon



Mark Antony

THE OBJECTS OF ROTARY

To encourage and foster the ideal of service as a basis of worthy enterprise, and, in particular, to encourage and foster:

(1) The development of acquaintances as an opportunity for service.

(2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society.

(3) The application of the ideal of service by every Rotarian to his personal, business, and community life.

(4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

This Rotary Month

News Notes from 35 East Wacker Drive, Chicago

Anniversary. Rotary has a birthday this month—its 45th—and the 6,930 Clubs which have sprung up since the first Club held its first meeting in Chicago on February 23, 1905, will mark the anniversary in meetings during the week of February 20. Some suggested programs for the observance have been sent to all Clubs.

President. With travel in 45 "Rotary countries" behind him—and with more overseas travel scheduled for Spring—Rotary's President, Percy Hodgson, is, at press time, making a number of visits to Clubs in North America. On his most recent major tour, to countries south of the Rio Grande, he contacted representatives of nearly every Club in Ibero-America, was decorated by the Governments of Peru, Bolivia, Chile, and Brazil. The Presidents of the Republics of Chile and Bolivia personally conferred their countries' honors. Watch for the President's own report of his recent travels and other activities in "The Rotarian" for March.

Meetings. Nominating Committee for President of RI.....Jan. 20-21...Chicago
Board of Directors of RI.....Jan. 23-26...Chicago
Magazine Committee.....Feb. 16-17...Chicago

Solid Foundation. Funds continue to come into the Rotary Foundation. To the list of the hundreds of Clubs making 100 percent contributions (average of \$10 per member) now add Tokyo, Japan, which was re-established just a year ago. With 171 members it recently contributed \$1,710. The Rotary Club of Okayama, Japan, is also 100 percent. . . . A fairly new wrinkle in Foundation contributing is this: a Club adds \$10 to its entrance fee, the same going to the Foundation. Calcutta, India, and Austin, Texas, were among the first to do it.

'Service' Sells. With two printings totalling 50,000 copies exhausted, Rotary's book on human relations in business and industry, "Service Is My Business," is now in its third printing. Currently noted is an increasing number of orders from non-Rotarians and non-Rotary organizations. The book has 140 pages, sells at \$1 per single copy, and is available from Rotary International.

Governor. In a few months your District will nominate a Rotarian as Governor for 1950-51. To focus attention on the importance of that office—and the need for well-weighed choices—President Hodgson has sent every Club President information on the qualifications and duties of the District Governor. Your Club President has this information . . . and you may want to look at it.

Reunion. Just five months away is Rotary's 1950 Convention in Detroit, Mich.—the dates being June 18-22. The programs of addresses, entertainment, craft assemblies, and so on are all shaping up—as it says on page 24—and the first "delegates' Convention" in the movement's history promises to make history.

Acting Governor. Milton E. Nobles, of Hot Springs, Ark., is serving as Acting Governor of Rotary District 200. He is filling the vacancy in the office caused by the recent death of District Governor Cecil E. Bayne, of Hot Springs.

Vital Statistics. On December 15 there were 6,930 Clubs and an estimated 332,000 Rotarians. New and readmitted Clubs since July 1 totalled 102.



Exhibits by Peruvian and American artists draw large crowds of adults and students during Lima's evening vermut hours at the Cultural Institute.

Lima Learns English

ABOUT A 'GOOD NEIGHBOR' CENTER IN PERU
THAT MUTUALLY ACQUAINTS TWO PEOPLES.

By Bart McDowell

A PERUVIAN heart specialist thumbed through a medical book published in Philadelphia. It outlined new methods of diagnosis, perhaps offering him chances to save lives. But the book was useless—to him. He could read no English. Thoughtfully, he approached an attendant.

If one could find interested colleagues, he asked, could someone teach him English?

Si, si! said the attendant; that was the sort of thing the Peruvian-American Cultural Institute of Lima was for. One week later that heart specialist and nine fellow physicians were learning English.

Such services are routine for the Peruvian-American Cultural Institute, which is setting the pattern for centers springing up throughout Ibero-America.* The Lima Institute trains Peruvian tourist guides, sponsors art exhibits and lectures, and teaches

"States style" dances to Latin bobby-soxers. And here Peruvians and *norteamericanos*, as Yankees are called, meet

as friends for cultural give-and-take.

"It is reassuring to know my tax money goes to something so worth while," commented a recent visitor from the United States.

"Thank you," said the Institute attendant. "We do have some workers from the Embassy, but none of your tax money comes here. We're self-supporting!"

The 50 workers at the Institute are proud of that fact. For 11 years, now, they have given a demonstration that international goodwill can be both interesting and practical. It started when a group of Peruvian civic leaders suggested to friends in the American colony in Lima that the "Good Neighbor" idea be translated into action. Why not form an organization in Lima to help the Peruvian man-in-the-street learn about the U. S.? In the same way, *norteamericanos* living in Lima could discover the real Peru.

The U. S. businessmen in Lima liked the proposal. Informally, several met in the homes of



The board includes Art Critic Carlos Raygada, U. S. Businessman Leonard Hopson; Estuardo Núñez, lawyer; Luis Valcarcel, museum curator

Visitors may browse or study as they wish in the



* See *Biblioteca Benjamin Franklin*, by Erik Vane, *THE ROTARIAN* for September, 1948.



Director H. E. Ewing and Acting President Hallett.



Institute backers: Past Rotary International President Carbalal; G. Mejia, educator; Leopoldo Molinari, Club Secretary; and Luis Infante, librarian.



Rotary District Governor Felipe Guzmán Rojas and Institute Director Ewing meet to discuss matters of civic diplomacy and general promotion.

ry, where there are books, magazines, and educational exhibits, plus a friendly librarian to help.



friends to discuss the idea in Rotary-like roundtable fashion. On their own, some of them engaged the main rotunda of the Hotel Bolívar for the organizational meeting, and crossed their fingers.

That foggy June evening in 1938, all misgivings were relieved. The turnout was tremendous; the U. S. Ambassador, the Foreign Minister of Peru, along with businessmen, educators, and housewives, all packed into the hotel rotunda. The idea struck fire: a *self-supporting* institution based on personal service and international understanding. Those who picked up the Bolívar's bill that evening knew that they'd started something.

Immediately Institute President Dr. Alvarez Calderón, one of Peru's most famous lawyers, took the lead in getting funds from U. S. and Peruvian businessmen. Six months later, when delegates from the U. S. and Canada arrived in Lima for the Eighth Pan-American Conference, they found a ready-made introduction to Peru waiting for them.

The Institute sponsored a series of lectures and exhibits called "Panorama of Peruvian Culture." Limeños still talk about the success of that series. Leading doctors spoke on public health in Peru; art critics discussed colonial architecture; painters held exhibits; and musicians gave concerts of Peruvian music.

That same year the Institute got its program underway for Peruvians, too. The most effective way to tell the story of the United

States, the directors decided, was through newspapers, books, and magazines from the north. That would mean teaching English.

Experimentally, the Institute started a class—with three students. The following year there were 50. A small fee was levied to meet expenses; still the classes increased. There were too few teachers and too little room. A library was opened; wives of American businessmen volunteered their services for library duty. Other U. S. citizens gave books.

When the school and library outgrew facilities, the directors put the problem before the U. S. State Department. Thereafter five trained American teachers were available to the Institute. Except for them the Institute pays its own way—45 teachers and attendants, rent for classrooms, upkeep, everything. The classes in English, which provide the principal revenue, have now swelled to 2,500 students.

The Institute's board of directors determines policy. Dr. Emilio Romero, the president, has been given leave of absence this year since his appointment as Peruvian Ambassador to Ecuador. Another board member, Dr. Pedro Ugarteche, has gone on leave as Ambassador to Belgium.

"That's one of our troubles," says Harry E. Ewing, Institute director. "We have such a good board of directors that the Government keeps appointing the members to jobs that take them away from us."

Ewing, a Lima Rotarian of long standing, hails from Dayton, Ohio, but he has spent most of his life since 1910 in South America.

Another Rotarian is the acting president of the board, Herbert Hallett, who has been a member of the Lima Rotary Club since 1932.

To visit the Institute is to see a cross section of both Lima and Peru. Some students arrive for their English lessons in chauffeur-driven cars. Others are the poorest of *cholos*, the Peruvian Indians. But it has been a basic policy in the Institute that U. S.-style democracy, and equality of opportunity, should govern policy. In one English class recently, the wives of two Peruvian Ambassa-





The mass hanging of 38 Sioux at Mankato, Minn., December 26, 1862.

A HALF-FORGOTTEN LINCOLN STORY

By Charles A. Eastman*

A STRANGE scene was enacted at the then raw, frontier village of Mankato, Minnesota, the day after Christmas, 1862. Both white and red men, women, and children—some yelling in triumph, others weeping in despair—were in the public square to witness the mass execution of 38 "blanket Sioux."

Behind the incident is a story of the sad transitional period of the once proud, generous, and hospitable Eastern Sioux. By the treaty of 1851 at Traverse de Sioux they were confined to a small tract of land and cut off from game on which they had subsisted. In return they were to be fed for a period and to receive interest from a 1½-million-dollar trust fund.

But in 1862 Congress was busily occupied by the War between the States and for almost two years no annuities had been paid. Such cash as came was retained by traders in settlement of alleged debts. The Indians were destitute.

When two settlers' families were murdered by four reckless young braves, out hunting ducks, Chief Little Crow thought the time had come to strike. Advisors who counselled for peace, among them my father, Many Lightnings, were outvoted by the hotheads.

These simple people—perhaps a few years in advance of modern military science—warred indiscriminately upon men, women, and children. Among the 500 or more killed was the trader found on the prairie, his mouth stuffed with grass. He it was who, a few days earlier, had said, when appealed to in behalf of famishing Sioux, "If they're hungry, let them eat grass."

But there is another side to this picture. For a full generation earnest missionaries had been at work among the Dakotas, as the Sioux called them-

selves, and a number had become Christians. These proved their faith by risking their lives in defense of their white or mixed-blood teachers. Through the devoted courage of Other Day and his friends, for example, 62 refugees were saved.

Colonel Sibley's soldiers defeated the Sioux after some weeks of sharp fighting. Of the 425 prisoners tried by a military court for attacking settlers, 303 were sentenced to be hanged. Their names were telegraphed to President Abraham Lincoln, in Washington, with the urgent request that he authorize their execution.

To the amazement and indignation of the people of Minnesota, Lincoln ordered the complete record of the court martial to be forwarded to him by mail. Though the States' citizens stormed and Minnesota's Congressional delegation called upon the President and implored him to hang the lot without delay, Lincoln conscientiously weighed the evidence in each case. Three weeks passed before he issued the warrant that led to the execution of the 38 at Mankato.

The rest of the prisoners were to be held subject to further orders, taking care that they neither escape nor are subjected to any unlawful violence."

A number of those pardoned, after a term of imprisonment at Davenport, Iowa, were converted to Christianity and the new way of life. With the remnant of the defeated band, many became farmers. My father, Many Lightnings, led a group to the Big Sioux River. Here they homesteaded, sowed and reaped, and sent their children to school. My eldest brother, John Eastman, became a Presbyterian minister.

It now appears that Lincoln was both wise and humane when he held out against those who demanded vengeance.

dors and a Cabinet member sat and studied with a laundress. A few years ago a class like that would have been unthinkable in aristocratic Lima.

To Pedro Lopez, Peru's John Q. Citizen, the Institute offers many other attractions. Maybe he first comes to the center to hear a lecture. If Pedro is a student at Lima's San Marcos University, he may want to hear about life at the University of Minnesota. Or maybe he wants to hear a discussion of international trade, or the New England poets.

Once Pedro has heard his lecture, he may browse in the library among the books and the magazines, which, of course, include REVISTA ROTARIA, the Spanish edition of THE ROTARIAN. If he wants to hear some recorded music, he may listen to any of the 235 albums in the music collection—everything from American folk ballads to symphonies.

If Pedro decides to take a course in English, either as a beginner or as an advanced student, he can sign up almost any time. New classes begin almost every week. The only requirements are the fee—about \$1.10 a month—and an entrance test to see how much English he knows. In his classes he will learn by a method adapted from the U. S. Army: the speeded-up system in which he learns English by speaking it, using almost no Spanish to aid him.

For teachers of English in Peru's schools the Institute offers a special Summer course. More than 100 teachers from all over Peru take it each year, and the U. S. Ambassador to Peru usually holds a tea and reception for them.

Work like this has won the attention and respect of leading Peruvians. Word has also made the rounds of all South America. Similar institutes in Colombia, Chile, and Brazil have all used the Lima center as a pattern.

But the Institute is not resting on laurels. It's about to start a circulating library so books can be sent all over Peru, and it is laying aside money to build a home of its own. True to tradition, the Institute will pay for the building itself, proving again that international goodwill, if directed with sincerity and good sense, can be its own practical reward.

* See biographical note, page 5.

When a Boy Asks—

WILL YOU BE ABLE
TO ANSWER? HERE ARE TIPS ON
YOUTH COUNSELLING.

By Merle M. Ohlsen

Associate Dean of Students, State
College of Washington

and

J. D. Deatherage

Training Officer, United States
Veterans' Administration

WHEN young people come to you with their vocational or personal problems, do you know how to talk with them? Many a business or professional man, who is willing to help, wishes he had the knack of chatting with these youths in "Dutch uncle" fashion.

Whether the boy (or girl) wants counsel on his lifework or on his personal life—which are, in fact, difficult to separate in these discussions—there are certain basic guides that may help the "Dutch uncle" in such an interview. First, let us consider things to do to set the young visitor at ease.

When a young person comes to you for help, treat him as though he were a guest in your home. Do the natural thing to make him feel welcome and wanted. If it is natural for you to shake hands with people who drop in to see you, shake hands with the youth. If not, "skip it."

Accept the youth for what he is. He does not ask for a



The wise "Dutch uncle" doesn't oversell his vocation. He just explains it.

lecture on what he should and should not do. He seeks the help of a man he feels he can trust—one who will struggle through the problem with him. He wants to make sure you understand him.

The opening remark should "hand the ball" to the young person in a friendly manner. Probably it is better to open the conversation with "What would you like to talk about?" or, "What is on your mind?" rather than, "How can I help you?" The "How can I help you?" remark implies that you are going to tell him what to do. If you tell him, he may keep expecting you to solve all his problems. Or he may resent being told what to do, and a chance to help the young person is lost forever. Coöperate; do not lead, so that he will learn to solve his own problems.

Go somewhere where you can be alone. Be as informal as possible. Your talk may take place on the back fence, or in your basement or your private office (provided the office does not have a

cold, formal atmosphere). Then, too, talking over a lunch counter is not a bad idea.

Usually "Dutch uncles" are sought out for information on a choice of vocation. What questions should come up, once the young person has been put at ease and is ready to talk? Facts about the job are of first concern:

1. What place does this job have in the world of work? Youth are quite sensitive to what others think of the job they are going to do to make a living.

2. What is the work like? Exactly what will they do on the job? What is the typical work day like? What are the working tools needed? What are the hazards?

3. What kind of salary goes with the job? Discuss not only the typical weekly wage, but the ceiling on the job, the opportunity to make extra money, the chances for promotion, and special health and old-age protection.

4. What are the work conditions? Is the work steady or seasonal? Where are they going to



YOUNG IDEAS

The Future Teachers' Club at Jackson High School in Miami,



Florida, gives students interested in teaching a foretaste of the career. They substitute for regular teachers who are absent.

In Portsmouth, Virginia, teenagers have converted an old fire station into a youth center, cleaning and remodelling the premises themselves.

Four New York City girls run an "At Your Service" bu-



reau. For a fee they will buy gifts and tickets, meet boats from Europe, steer travellers to trains and planes, find office space, apartments, maids, hotel rooms, and butlers. They are doing a brisk business at a standard charge of \$5 an hour.

Teen-agers in Tucson, Arizona, hold monthly forums to impress upon grownups their point of view on problems involving the city's youth.

In Austin, Texas, young people conduct a juvenile traffic court for youths from 10 to 17 years of age who violate regulations. Most frequent offenses involve two on a bicycle and no license stickers on bicycles and motor scooters.

A student at a Pennsylvania high school has set up his own



weather bureau. For a small charge he provides citizens with a regular daily forecast.

Students at Tulane University in Louisiana have built a complete receiving and transmitting television set, the first of its kind to be constructed by amateurs and operating in the U. S. South.

—David A. Shulman

live, and with what kind of people will they associate?

5. How does this job affect the individual? If there are health hazards or special advantages, the boy or girl should know them.

6. The youth also needs to know the requisites for success on the job.

(a) What special qualifications are demanded?

(b) Where can he get the necessary training to qualify for the job?

(c) Does he have the broad qualifications needed in this field?

(d) What kind of experience could this young person seek for himself to determine whether or not he would be satisfied with the job under consideration?

Not only can the "Dutch uncle" help a student learn about the job and the opportunities in the field, but he can help him get the work experiences he needs. The youth should take advantage of Summer placement in the field, of part-time jobs, and of planned work experiences. He should have the advantage of observing men at work on the job. A warning might be in order at this point. Schools that take the initiative in finding "Dutch uncles" for their students usually select men who are particularly successful in their jobs and who like young people and want to help them. "Dutch uncles" usually enjoy their work so much that there is a danger that they may oversell their field.

There are times, however, when a young person wants to discuss not his vocational plans but his personal problems. No thoughtful "Dutch uncle" will ever ridicule a youth's personal problem even though he feels it is too petty to deserve consideration. To the youth, the problem is important or he would not want to talk about it. Whether he wants to air his disappointments in love, his financial difficulties, or what have you, he still wants your personal consideration. Yet he doesn't want sympathy; sympathy makes him ashamed for having discussed it with you.

Let the student make the decision, whether the problem is vocational or personal. The normal youth is capable of thinking through his own problem. Perhaps the "Dutch uncle" can raise

questions and point out new sources of information, but it is questionable whether he should ever tell the boy what to do.

If the young person stops talking, let him alone. A remark may interrupt his thinking and his arrival at a satisfactory solution. If he relaxes, then it is appropriate to ask him what else he wants to talk about. Give him a chance to go on.

What if the youth starts talking about personalities — about someone you know well? *Our advice is to let him talk.* Remember that what he tells you is confidential. You do not have to agree with him, but you can let him say it. The fact that you allow him to talk might be all the release he needs. In fact, if you allow him to talk, he may go back and look for the good in the person about whom he is talking. Let him say what is bothering him and get it off his chest. Also be careful not to deposit your problems on him and add to the load he is already carrying. Even if he is telling lies, do not interrupt. You will not accomplish your purpose by arguing with him. If you do accept him for what he is, he will probably look at his mistakes and correct them anyway.

THERE are occasions when the "Dutch uncle" will realize that special help is needed, that other resources must be tapped. If the young person is unusually upset, medical men or the public-school staff can give you suggestions on the next step. People with a heart load of problems need help. They should not be overlooked. Before you refer a youth to some expert for help, probably you should know something about how the expert works and relay the essential information on to the youth.

Neighbors and friends, business and professional men, can fill a very real need as "Dutch uncles" to the youth in their community. They need to be sympathetic and understanding and willing to spend some time and energy in guiding, not advising, young people in the solution of their problems. The wisest of these "Dutch uncles" find it best to follow the few simple suggestions which have been set forth, adapting them to each individual and situation.

Peeps at Things to Come

PRESENTED BY HILTON IRA JONES, PH.D.

■ **Better Food Gel.** An agricultural experimental station has introduced a gel mixture made of Irish moss, locust-bean gum, and potassium chloride which has higher strength, greater elasticity, and more form-retaining capacity than if any of the elements is taken alone or in combination with only one other.

■ **Outshining the Diamond.** We have always been led to believe that the diamond is the most brilliant of gems. With the coming of new crystals, this is no longer true. Whereas brilliance of the diamond is rated at 2.41, these new crystals have a brilliance of 2.70 and, best of all, in jewel form they sell at from \$10 to \$20 a carat. So now milady can have synthetic gems that will outsparkle the best diamond at a small fraction of the price.

■ **Suspending Solids.** Water dispersions of insoluble solids are used in many processes: making ceramic ware; as a grinding aid and emulsifier; in wettable powder insecticides and industrial cleaners; in boiler and water treatment chemicals; and for mud control in oil-drilling operations. A new chemical produces a permanent fluid suspension when added in very small amounts—less than one-thirtieth of the weight of solids to be suspended.

■ **Stopping Mildew.** A new chemical is now available for commercial laundry prevention of mildew in textiles. A few cents' worth in the final clear rinse will treat several hundred pounds of linen so that it will no longer mildew.

■ **Roof De-Icer.** Now available is a kit consisting of 60 feet of lead-covered heating cable and shingle clamps for attaching the cable to the roof. The plan is to loop the heating cable along the edge of the roof and melt channels in the snow and ice through which the water runs down into the eaves trough instead of backing up under the shingles and down the walls or into the house. The cable in the kit is said to be enough for 18 feet of roof or 27 feet of gutter and downspout.

■ **Fluid Flow Regulator.** A regulator which is a simple, self-contained, compact unit that maintains a constant volume of fluid flow under varying conditions of pressure is operated directly by the flowing fluid. The force generated by the fluid acts directly on the movable control-valve member without the usual intermediate combination of pressure piping, wires, control mechanisms, air piping, etc. Simplicity is this regulator's prime feature. The ent'l's operation is effected by a single moving part, which moves vertically, supported in and by the fluid.

■ **Universal Adhesive.** General adhesives have seldom been available to household users because they have been sold only in gallon amounts. Few users have wanted a gallon or more. However, a new universal adhesive is now available in one- and four-ounce bottles with a brush in the cap closure, as well as in larger quantities.

■ **Package Maker.** A new machine automatically forms an envelope from two rolls of any heat-sealing material, then fills, seals, and delivers the finished package at a high rate of speed. The package is very attractive and has a low unit cost.

■ **Wonder Metal.** Titanium, a laboratory metal a year ago, is now being produced in 400-pound ingots and is available for commercial use. Its high ratio of strength to weight promises new aircraft possibilities, and its resistance to corrosion may open new technologic processes. As strong as stainless steel, it weighs about half as much. Heavier than aluminum, it is also much stronger.

■ **From Contented Cows.** A new casein fiber is now being used to replace curled horsehair. The new fiber is a single filament a few thousandths of an inch thick. It is cheaper than the best-quality horsehair, equally resilient, and much more dependably uniform and available. The casein fiber is obtained from skimmed milk, takes a permanent

curl, and gives a mass of fibers with a very springy quality. It is used in air filters and mattress manufacture. Horsehair has come chiefly from Argentina and is curled by a laborious process which is largely responsible for its high price.

■ **Better Fluorescent Lamps.** A new long-life fluorescent lamp is said to last from two and one-half to six years and to deliver over 200 percent more light than earlier lamps. It remains bright and clean, with very little discoloration, up to 5,000 hours of continuous burning.

■ **Tipless Dish.** Plates for the baby that keep food warm by means of hot water in a receptacle beneath are not new. However, a plate is now available which goes one step further: it has a giant rubber suction cup beneath it which holds it to the table or high chair so that little Johnny cannot tip it or throw it on the floor. The soft and clinging rubber "sucker cup" beneath the dish is nearly the size of the dish.

■ **Death to Rodents!** The newest and apparently best of all rodenticides is "Compound 42," a derivative of the well-known dicumarol. The astonishing thing about Compound 42 is that if very small amounts of it are taken at a time over long periods, it is much more effective than if much larger doses are taken just once. Compound 42 is odorless and tasteless and therefore the rodents never detect it and never become educated against it.

■ **Pocket Office.** A new gadget is a pocket stapler, the size and shape of a pen or pencil that, to quote the makers, "does a top-quality fastening job." It also makes a fine stapler for the home desk, to clip checks to remittance slips, bond coupons to deposit slips—and every use a full-size office stapler serves.

■ **New Resin.** A new series of resins, closely related to polythene, have been announced. While they hold promise for use in a variety of industries, their greatest use at the moment is in coating paper. Highly resistant to chemicals, as polythene is, these resins are tasteless, odorless, and nontoxic. They are not only waterproof, but also possess a very low rate of vapor permeability. As coatings for paper, they make it resistant to chemicals, water, water vapor, cooking oils, and greases, while at the same time give it toughness and strength, without imparting taste or odor or making the paper sticky. Such paper should be especially good for packaging products that are acid or corrosive in nature, that contain animal or vegetable fats or oils, or that must be protected from moisture or kept from drying out. It also offers advantages for food packing, for protecting machinery and equipment at low temperatures, and for protecting electrical apparatus against corrosion.

Letters to Dr. Jones may be addressed in care of THE ROTARIAN Magazine, 35 East Wacker Drive, Chicago 1, Illinois.



With this brick-laying device, shown with its inventor, Rotarian John Hodgson, of Montgomery, Ala., even the weekend putterer can do his own masonry. Brick for brick, it's said to be three to four times faster than usual.

Looking at Movies

DISCRIMINATING FILMGOERS WILL FIND HELP
IN THESE POINTED REVIEWS. NOTE THE 'KEY.'

By Jane Lockhart

KEY: Audience Suitability: M—*Mature*, Y—*Younger*, C—*Children*. ★—*Of More Than Passing Interest*.

Adam's Rib (MGM). Katharine Hepburn, Judy Holliday, Spencer Tracy. Director: George Cukor. *Comedy*. Marital sparring, at home and in the courtroom, as husband and wife heckle each other as opposing legal counsel in case involving—on a lower social level—a woman who has tried to murder her philandering husband.

Rich satire in the sequences involving the trial witnesses. Otherwise, where the principals are concerned, the humor is often crudely risqué, the antics forced and embarrassingly coy, the lines inane. A sophisticated effort that turns out mainly silly. **M**

★ **The Affairs Blum** (German: English titles). Hans Christian Blech, Alfred Schieske, Gisela Trowe. Director: Ehrich Engel. *Melodrama*. In 1926 Berlin, Jewish manufacturer is involved accidentally and mistakenly in the routine murder of an employee by petty thief. The latter is only too willing to corroborate false evidence involving the Jew and officials are so intrigued at having a legal excuse for action against him that they are blind to the truth. Only the persistence of honest detective prevents tragic miscarriage of justice, which would also have involved high liberal government officials.

Although made in Russian zone, film is surprisingly free from Communist bias. Instead, it is a *persuasive argument* for integrity and devotion to truth on part of law-enforcement officers, a biting reminder of what could easily happen anywhere. **M, Y**

And Baby Makes Three (Columbia). Janis Carter, Barbara Hale, Robert Young. *Comedy*. Couple who got a divorce after a tiff realize it was all a mistake, but refuse to admit it. The husband refuses to give up to his successor-to-be custody of his unborn child; he arranges a new marriage so he can give it a home. Both prospective new partners become lukewarm when the wife announces there are to be triplets, and there is a lot of turmoil before things work out as desired—even though the baby rumor turns out to be false.

As you can see, a very *stupid business* all around. You possibly might find it funny if you think divorce and family responsibilities are proper subjects for farce. **M, Y**

Beyond the Forest (Warners). Joseph

Cotton, Bette Davis, David Brian. Director: King Vidor. *Drama*. The vicious exploits of selfish, disgruntled wife of small-town doctor who stops at nothing to achieve her desire—life in a big city—which fate finally steps in to deny her.

An *ugly* story of infidelity, deceit, depravity, murder. It is doubtless a tribute to Miss Davis' skill that you so despise the character she plays—but this does not help you understand how she became that way, and the picture presented, while pointing a moral of sorts, is at the least unedifying. **M**

The Big Wheel (United Artists). Spring Byington, Thomas Mitchell, Mickey Rooney. Director: Edward Ludwig. Successful in his first races on the "hot rod" circuit, cocky young son of famous auto racer who was killed in early contest makes himself unpopular by ruthless tactics on the track, is blamed for companion's fatal crack-up. But he gets wise to himself, by dogged courage finally makes good in Indianapolis Memorial Day classic.

A man's picture—and even men will need steel nerves to take the crash sequences, many of them clips from footage actually shot during speedway events. These sequences make up much of the footage, which is just as well, for the story is trite and concocted. There are interesting shots, too, of the crowds and action at the annual Indianapolis event. *For those who are thrilled by auto racing* of any kind, the film is a natural. **M, Y**

Bride for Sale (RKO). George Brent, Claudette Colbert, Robert Young. Director: Wm. D. Russell. *Comedy*. Woman tax expert sets her sights for a hypothetical husband with a heavy bank account. Nettled by her superior ways, her boss persuades an archaeologist friend to present himself as a candidate, then teach her a lesson by turning out a heel. But wires get crossed up, and both men end as rivals for her hand.

Meant as a riotous farce, but gets tangled up in its own plot and *bogs down* most painfully. Fancy, sophisticated setting. **M, Y**

★ **The Fallen Idol** (British: Korda). Sonia Driedel, Bobby Henrey, Michele Morgan, Ralph Richardson. Director: Carol Reed. *Melodrama* set in foreign embassy in London, where through the confused eyes of the lonely small son of the ambassador we see the tragic working out of a domestic triangle involving his adored mentor, the butler, the latter's cruel wife, and the young



A scene from *Pinky*, the story of a Negro girl so light in color she can pass for white. It is "emotionally moving."

embassy clerk with whom he is in love.

Primarily a *thrilling suspense* film, but even more impressive in its sensitive presentation of the psychological theme, revealed in the boy's suffering as he gradually realizes his idol is not the brave hero he has considered him, as he comes to believe, mistakenly, that the man is guilty of murder and must be "protected" from the police. **M**

The Lover's Return (French). Louis Jouvet, Gaby Morlay. *Drama*. Much weary debate on the illusory nature of love, set in story about a ballet producer who returns to scene of youthful romance to turn the tables on those who blighted his early dreams.

A *tall, static* film. It may be, of course, that the dialogue could provide those who know French very well with some diversion unavailable to those who must depend on the action and the inadequate subtitles. **M**

Oh You Beautiful Doll (20th Century-Fox). Charlotte Greenwood, June Haver, S. Z. Sakall, Mark Stevens. Director: John M. Stahl. Producer: George Jessel. *Musical*. As frame for performance of popular songs written by Fred Fisher some 40 years ago, the writers have concocted the fiction that Fisher (real name: Alfred Breitenbach) was really a composer of operatic music who continued to abhor Tin Pan Alley even after his arias, dressed up by young song plunger, had won him fame and a fortune for his patient wife and daughter.

The deliberate distortion of facts is probably forgivable in view of the fact that the subject is not a figure of historical significance, and because the re-

sult is so tuneful, so pleasing to the eye, albeit artificial as to situation. **M, Y, C**

★ **Pinky** (20th Century-Fox). Ethel Barrymore, Jeanne Crain, Wm. Lundigan, Ethel Waters. Director: Elia Kazan. *Drama*. The third in Hollywood's cycle of Negro-problem films, this poses the dilemma of a Negro girl so light in color she passes for white in the Boston hospital where she becomes a nurse. On receiving a marriage proposal from staff doctor, returns to her mammy-type grandmother in the South to decide what to do. There, faced by intolerance, rebuffs, squaror, the necessity of kowtowing to the dying aristocracy her grandmother slavishly serves, she works out her destiny on the basis of personal integrity.

A polished production, more *emotionally moving* than its predecessors, but at the same time less realistic, convincing than they as portrayals of real-life situations. **M, Y**

The Reckless Moment (Columbia). Joan Bennett, Geraldine Brooks, James Mason. Producer: Walter Wanger. Director: Max Opus. *Melodrama*. After foolishly disposing of body of man she thinks her daughter murdered instead of notifying police, suburban housewife is blackmailed by shady character who can incriminate the daughter. Something about her stirs the blackmailer to champion her instead, sacrifices his life in effort to prevent more ruthless partner from going through with the scheme.

Film is given unique quality by incongruous juxtaposition of devious underworld transactions with homely minor domestic goings-on, but it loses conviction through failure to motivate sufficiently the blackmailer's conversion, and its few scenes of violence are sickening. *Interesting, but unpleasant.* **M**

The Red Danube (MGM). Ethel Barrymore, Peter Lawford, Janet Leigh, Walter Pidgeon. Director: George Sidney. *Melodrama*. In postwar Vienna, young British officer breaks rules to keep ballerina from being picked up and sent home to Russia by Soviet occupation troops, breaks with his adored superior when the latter insists on carrying out commitments by helping round up Soviet nationals for forced repatriation. However, after the ballerina kills herself rather than return, and the Mother Superior of the convent where they are quartered convinces him that God and miracles exist as the only antidote to communism, the older officer plumps for noncooperation.

A propaganda film designed to make you hate Russia and recognize the Vatican as the true champion of freedom. This may be laudable, but so one-sided is the view, so all-black versus all-white, that it reminds you of nothing so much as the wartime Russian propaganda films in which the Soviets were all virtuous, the enemy totally evil and cowardly. *Loses force by overstating its thesis.* **M, Y**

The Secret of St. Ives (Columbia). Vanessa Brown, Henry Daniell, Richard

Ney. *Melodrama* from Stevenson novel about French soldier captured in Napoleonic wars and imprisoned in Edinburgh Castle who escapes with aid of his Scottish fiancée to foil plot engineered by his foppish cousin to cut him out of the will of his wealthy uncle in London.

This could have been a good cloak-and-dagger sort of thing, but it has been *sluggishly done*, obviously on a very small budget, so that it drags where it should have galloped and just manages to make the finish line. **M, Y**

Song of Surrender (Paramount). MacDonald Carey, Wanda Hendrix, Claude Rains. Director: Mitchell Leisen. *Drama* set in early 1900s in small New England community. How elderly curator of colonial museum goads himself to belief that his young wife, who is virtually his domestic slave, has compromised herself by associating with Summer visitors from the city, listening to Caruso sing on primitive gramaphone he has prescribed. He takes over local pulpit to denounce her, later, fortunately, dies in time for her to enjoy the sort of life he has denied her.

A *tedious* film in spite of the excellent cast and technical advantages, synthetic as to background, conception of religion, and the nature of small-town life in the 20th Century. A reason for seeing it, however, is the music, which includes very early recordings by famous vocalists.

The Story of Seabiscuit (Warners). Barry Fitzgerald, Lon McCallister, Shirley Temple. Director: David Butler. *Drama*. The career of the famous thoroughbred of a few years back from his first birthday, when no one but his Irish immigrant trainer believes he will ever amount to anything, to his retirement. Included are newsreel shots of the real Seabiscuit in action (elsewhere, his descendants double for him).

Beautifully photographed in techni-

color at training farms and race tracks, this is an *entertaining* but by no means outstanding film. The equine part is considerably more convincing than the accompanying romance between a young jockey and the trainer's niece (Shirley Temple with an amazing brogue). If you like horses, you'll like the film in spite of the juvenile romance. **M, Y**

Undertow (Universal). Scott Brady, Peggy Dow, John Russell. *Melodrama* about a returned veteran who gets involved with the underworld, which frames him for the murder of the gambling czar for whom he formerly worked and whose niece has long been his fiancée.

Again, as in *Chicago Deadline*, actual Chicago settings which should have made for conviction have been wasted on an *unpleasant, demoralizing, routinely done crime film.* **M**

* * *

Among other films, these, already reviewed, should prove rewarding:

For FAMILY: *Christopher Columbus, Come to the Stable, The Great Dan Patch, Ichabod and Mr. Toad, In the Good Old Summertime, Jolson Sings Again, Little Women, Louisiana Story, Sand, So Dear to My Heart, The Stratton Story, That Midnight Kiss, Top o' the Morning.*

For MATURE AUDIENCE: *Champion, The Doctor and the Girl, Everybody Does It, Father Was a Fullback, Hamlet, Home of the Brave, Joan of Arc, Lost Boundaries, Madame Bovary, Monsieur Vincent, The Quiet One, Quartet, Red Shoes, She Wore a Yellow Ribbon, Sword in the Desert, Symphonie Pastorale, Task Force, The Window.*

From advance reports, these should be well worth considering: *All the King's Men, Battleground, Farrebique, The Guinea Pig, The Heiress, Intruder in the Dust, The Kid from Cleveland, Passport to Pimlico.*

© United Artists Corp.



The Big Wheel, says our reviewer, is "a man's picture—and even men will need steel nerves to take the crash sequences." **Mickey Rooney and Thomas Mitchell** are starred.

John T. Frederick

Speaking of Books—

ABOUT A GREAT AMERICAN PHILOSOPHER . . .

PIGS IN THE PARLOR . . . AND FRONTIER DAYS.

WILL ROGERS must have been as well loved by many people as any man of his time. There are a lot of us who remember him, with a special tenderness—it's 15 years now since he died in that airplane crash with Wiley Post in Alaska. It's good news for us that Donald Day has edited a book called *The Autobiography of Will Rogers*—book that I think comes as near being the man himself as any book could.

We smile when we think of Will Rogers. Perhaps we remember some of the jokes we heard him tell. If we do, it's because they were jokes of a very special kind. "Personally, I don't like the jokes that get the biggest laughs," he said; "they are generally as broad as a house and require no thought at all. I like one where, if you are with a friend, and hear it, it makes you think, and you nudge your friend and say: 'He's right about that.' I would rather have you do that than to have you laugh—and then forget the next minute what it was you laughed at."

Will was a real humorist, not just a gag man. He belonged to a great tradition of American humor—the cracker-barrel, horse-sense tradition—that got started more than a century ago and included such men as Artemus Ward, Bill Nye, Finley Peter Dunne (Mr. Dooley), George Ade, Kin Hubbard of Indiana, and Mark Twain. These men took the issues and happenings of their times, the things in which everybody was interested, and commented on those things in a way that was amusing, but that also was marked by pungency, insight, and wisdom. For this *Autobiography*, Donald Day has brought together things Will Rogers said about people and events—in the theater, in speeches, in his newspaper columns and magazine articles—in such a way as to give a coherent history of his times, especially of the period from the First World War to the time of Will's death. It's unique as history, and it's superlatively good reading. A lot of it makes especially good sense right today.

Will had plenty to say about politics and politicians. "Politicians, after all, are not over a year behind Public Opinion. . . . Our Public men are speaking

every day on something, but they ain't saying anything. . . . There is one thing about a Democrat! He would rather make a speech than a dollar."

Some of Will's observations on current events and conditions make pretty impressive reading in the light of history. He wrote at the end of 1928:

My November message on the "State of the Nation": The nation never looked like it was facing a worse Winter—birds, geese, Democrats, and all perishable animals are already huddled up in three or four States down South. We are at peace with the world because the world is waiting to get another gun and get it loaded. Wall Street is in good shape, but Eighth Avenue never was as bad off. The farmers are going into the Winter with pretty good radios, but not much feed for their stock.

Will had a good deal to say about preparedness, in times when such talk wasn't popular. On an April night in 1930, Will flew over the city of Los Angeles in an Army bomber. He wrote:

Where I stood in there was the place for 4,000 pounds of high explosives. Millions of lights under you, and hundreds of thousands of defenseless people. They went to London to make cheaper battleships, and not one word was said about restricting the things that you are going to be killed with in the next war.

Away back in 1925 Will wrote this—and put it in italics:

Even when our next War comes we will through our shortsightedness not be prepared, but that won't be anything fatal. The real energy and minds of the Normal Majority will step in and handle it and fight it through to a successful conclusion.

I suppose this faith of his in the "Normal Majority" was the biggest thing about Will Rogers. He believed in the man that he called "the regular Bird—the one that lives in his town; stays in his town; is proud of his town." This faith of Will's was positive—and it took in the whole world, the whole race. He didn't believe that his own country "had

any corner on democracy." "This American Animal," he wrote, "is nothing but the big Honest Majority, that you might find in any country. . . . From his earmarks he has never made a speech, and announced that he was An American. He hasn't denounced anything. It looks to me like he is just an Animal that has been going along, believing in right, doing right, tending to his own business, letting the other fellows alone. He don't seem to be simple enough minded to believe that EVERYTHING is right and he don't appear to be cuckoo enough to think that EVERYTHING is wrong. In fact, all I can find out about him is that he is just NORMAL."

Will Rogers was greater than most of the other men who belong to his class of humorists because, while for most of them their humor was something apart from themselves, an act they put on, a part they played, for Will Rogers it was just being himself. He was the same Will Rogers on the stage, in his lecturing and writing, that he was every



*The cowboy philosopher lives again in *The Autobiography of Will Rogers*, a book that lets him "speak for himself."*

day—only more so. There was a fundamental integrity about the man, and an essential goodness. Both live again in *The Autobiography of Will Rogers*. Our thanks to you, Donald Day, for your skill and taste and insight in editing a book that lets Will Rogers speak for himself, and speak to us today.

If you like to read stories about the great U. S. Southwest, the country where Will Rogers grew up on a cattle ranch, the country he loved and liked to go back to, the chances are that you know the work of Eugene Manlove Rhodes. If you read his stories long ago, as they used to come out in *The Saturday Evening Post* and other magazines, and would like to read them again, you'll find your chance in *The Best Novels and Stories of Eugene Manlove Rhodes*, edited by Frank V. Dearing. If you've never read Rhodes, you have some real pleasure ahead of you.

In a fine introduction, J. Frank Dobie tells a great deal about Gene Rhodes the man and about his writing. Rhodes

was a competent cowhand, and his stories of cowboys are historically accurate in everything about the cattle country and the cattle business. But "Being a good hand on horseback did not make Gene Rhodes a good writer," Dobie says. He puts it this way:

True art always transcends the provincial. Gene Rhodes loved his waddle land and its people passionately. He made that land more interesting, gave it significance, added something of the spirit to its expanses. We dwellers upon it must feel an abiding gratitude to him. His art, however, is to be judged not by what he translated into books, but by how he translated it. He died before the basic fact—along with oceans of jargon—of our One World had sunk into the minds of the thinking minority of this country; but the assimilation of ideas from the earth's great thinkers and writers had made him conscious of the harmony between one province and indebtedness to provinces beyond. In *The Proud Sheriff*, Andy Hinkle reports to Spinal Maginnis on the people "hither," whence he has just returned. "Fine people. Just like here. Nine decent men for every skunk. Nine that hate treachery and lies and hoggishness and dirt. They got different ways."

"But you think our ways are best?"

"I would never say so. I think our ways are different."

Rhodes . . . stood on the principle of applied democracy. For him, "a man's a man for a' that" was poetry only incidentally; primarily it was eternal verity.

This collection of Rhodes' best work has been long needed, and Frank V. Dearing has done an admirable job of selecting. He gives us four novels and nine shorter pieces in a single volume that is a gold mine for the lover of good Western stories.

* * *

More than 400 books have been writ-

ten and published about Jesse James. Surely the latest of this big crop is also the best: *Jesse James Was My Neighbor*, by Homer Croy. Homer Croy grew up in the neighborhood where, for most of his short career, Jesse James made his home. He heard endless stories of the James boys, told by men and women who had known them personally. The James saga became a hobby with him; through many busy years as a writer he has kept working away at it.

Jesse James Was My Neighbor is the fruit of endless research in old records and the files of old newspapers, of many journeys to run down clues or rumors, of hundreds of interviews. It tells the story which fixed the imagination of the American people as few have done, a story which is indisputably and permanently a part of American folk history, with historical completeness and accuracy which I think can never be excelled. What is more important, it tells the story with a real writer's power and understanding—which means that it's a sustained pleasure to read, and worth reading. At first I was a little troubled by a feeling that perhaps Mr. Croy had an excessive and slightly sentimental sympathy for Jesse James. I came to see, however, that he treats the James story as a real writer must treat it—objectively, without comment or interpretation. He enables the reader to understand the early experiences—as a guerrilla in the War between the States—and the frontier conditions which made Jesse James' choice of a career a natural one. Also he explains for the modern reader the historical and personal factors which won for the James boys so large a share of popular sympathy and even admiration in their own time. But he does not gloss over or disguise the cold and ugly facts of what Jesse and his gang did. He sees in Jesse a perpetual conflict between impulses to good and impulses to evil. As the story of such a man, Homer Croy's *Jesse James Was My Neighbor* has more than historical significance.

* * *

What's the census of pets for your household, past and present? A dog or dogs, cats, canaries? Few of us, I suspect, can match the record of the Karig family, which is reported by Walter Karig as follows:

For nearly thirty years I have been living in cohabitation, and sometimes in competition, with my womenfolks' animals. These have included Persian, Manx, and Siamese cats; dogs ranging from half-liter ruby spaniels to 150-pound St. Bernards; pet chickens, ducks, cavies, alligators, goats, pigs, chameleons, canaries, white mice, rabbits, a burro, and every kind of fish that inhabits fresh water except electric eels. It has been a lot of fun.

Even if our experience of pets has been as wide as the Karigs', I don't suppose many of us could write such a book about it as their *The Pig in the Parlor*. It's a very special kind of a book, with chapters written by Eleanor Karig (the wife and mother), the two



Another pet from the Karig household, cohabited by skunks, skunks, manx, etc.

daughters, and two grandchildren—with only "whispered asides" by Walter Karig himself, the distinguished author of some excellent novels and (as Captain Walter Karig) of the justly famed *Battle Reports*.

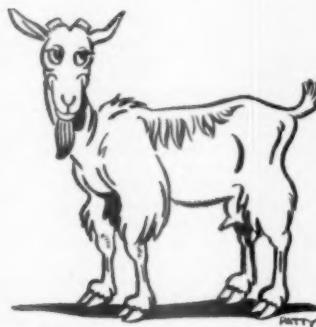
Eleanor's chapters are the best parts of the book (look to your laurels, Captain), but all are enjoyable. The personalities of the various pets, the things they did, how they were acquired and replaced, form the main subjects of both the text and the pictures. Mixed in with a lot of hilarious fun are (chiefly from Eleanor) some highly practical suggestions on care and feeding of various pets, and (also from Eleanor) a little of what might be called a philosophy of the subject:

But be it Siamese cats or Shetland ponies, Irish wolfhounds or lovebirds, when you share your home with animals you share your life with them. It means work and worry and expense. I don't know how many times I have vowed to find new homes for every creature on the place and to live a life uncomplicated by flora and fauna thereafter. I've also wanted to do that in respect to husband and children, too. What woman hasn't at one time or another? . . . I think my daughters will be better wives and mothers for having had the care of guinea pigs and horses and goats and cats, and better human beings on all scores with a broadened capacity for pleasure as well as responsibility from it all. They think so, too. Probably there is no way to prove it.

Perhaps not. But this book comes close to being all the proof that's needed.

* * *

Books reviewed, publishers, and prices:
The Autobiography of Will Rogers, edited by Donald Day (Houghton, Mifflin, \$3) — *The Best Novels and Stories of Eugene Manlove Rhodes*, edited by Frank V. Dearing (Houghton, Mifflin, \$5) — *Jesse James Was My Neighbor*, by Homer Croy (Duell, Sloan, and Pearce, \$3.50) — *The Pig in the Parlor*, by The Karigs (Rinehart, \$2.50).



This is Flossie. She is a goat, a pet, and an unusual character—as described in the Karigs' *The Pig in the Parlor*.

Iowa Motorizes a Classroom

THE INDUSTRIAL ARTS
COME TO RURAL SCHOOLYARDS.



Left to right, a rural student watches older hands as they demonstrate the proper way to operate a metal working lathe.



A FAMILIAR vehicle on Iowa's highways these days is the big purple and gold 44-foot semitrailer pictured above. Perhaps you've seen it, if you've motored through the "tall corn" State recently. And if you approached it from the rear, it's likely that you sounded your horn, went around it, and said, "Wonder what that is?" At least that's what your reporter did not so long ago in Adams County in the southwestern part of the State.

Seeing the duo-colored trailer parked in a schoolyard the next day, however, your roving scribe, a curious fellow, pulled over, and joined the children and adults milling about the six-wheeled behemoth. Spotting several Rotary lapel buttons in the crowd—and thereby feeling right at home—I began asking questions that produced some mighty interesting answers.

The truck was a veritable rolling machine shop with built-in equipment, such as gas and electric welders; band, jig, and circular saws; a metal shaper; a lathe; a milling machine; tools; benches; and electrical units. Valued at \$7,000 and operated by the Extension Division of Iowa State Teachers College in Cedar Falls, this industrial-arts mobile unit brings the activities of the industrial world to the doorstep of rural schools throughout Iowa. At the time I caught up with it, it had been in 15 of the 99 counties of the State and had



Not all the work is done inside the mobile unit. Here in the fresh air these two girls apply a coat of lacquer to wood projects which they have designed and shaped on modern industrial equipment installed in the unit.



Demonstrating that Iowa's schoolgirls enjoy the industrial-arts program, too, this young lady smiles as she deftly fashions a design on plywood with a power jig saw.

given instruction to some 2,000 school children of the fifth to the eighth grades.

In Corning, Iowa, where my path crossed with the trailer's schedule, the mobile unit had spent one of its typical days at a centrally located school. After a demonstration for the teachers, the first group of students stepped into the unit to begin work with wood, metal, leather, plastics, or any other material of their choice. Each pupil is encouraged to make something of his own, to create a pattern that is entirely his. In developing plans with the modern drafting equipment each boy and girl is given help, if necessary, by the rural teachers and the mobile unit's own instructor.

In Corning, where I chatted with the instructor, I learned that the scene around the trailer at the end of the first hour is usually one of complete absorption in a variety of tasks. While some students work inside the unit at the machines, others sit on the lawn or the schoolhouse steps earnestly completing the handwork on their projects. As midafternoon approaches, the projects are usually ready for a finishing coat of fast-drying lacquer, a process which familiarizes the pupils with an air compressor and a paint spray gun.

Originated by Rotarian H. G. Palmer, of Cedar Falls, Iowa, head of the industrial-arts department of Iowa State Teachers College, the mobile unit is aiding grade-school children in (1) applying arithmetic to real problems, (2) understanding industrial materials, (3) broadening their knowledge of industrial machines, and (4) choosing a vocation or a hobby. It is also demonstrating to rural teachers the value of an industrial-arts program.

Seeing both Vocational Service and youth work in all this, many Iowa Rotary Clubs have contributed to the operating costs of this school on wheels. Tall corn grows in Iowa—and so do good ideas!

—THE SCRATCHPAD MAN



The mobile unit's educational plan also helps to acquaint rural school teachers with the value of an industrial-arts program. Here a county superintendent demonstrates one of the unit's grinding machines.



M-m-m-m! Barbecued beef browned just right is being turned by Rotarians of San Marcos, Tex., at their fifth annual outing for 500 boys and girls of three rural groups of their county. A foot-thick layer of coals is in the pit.



Rotary Reporter

BRIEF ITEMS ON CLUB ACTIVITIES AROUND THE WORLD.

Lewes and Blois Link Two Nations

"Franco-British Fortnight" celebrated by LEWES, ENGLAND, and BLOIS, FRANCE, is exemplary. Developed from a student-exchange idea originated by a LEWES Rotarian, the occasion was recently given a new high light when several members of the BLOIS Rotary Club accompanied students of their town to LEWES for a fortnightly visit. Members of the French Club attended a Rotary meeting in LEWES, and also enjoyed a special entertainment program arranged for 350 elderly people by LEWES Rotarians. The "Fortnight" celebration included official receptions, a civic dinner, football games, and a grand ball.

Edinburgh Looks at Apprentices

A major project of the Vocational Service Committee of the Rotary Club of EDINBURGH, SCOTLAND, for the past Rotary year was a comprehensive study of apprenticeship problems and practices. The undertaking was warmly supported by the Ministry of Labor of Scotland, and much assistance was given by many trade associations and unions. To disseminate its findings and recommendations, the Committee recently published a 40-page report entitled *Apprenticeship and Apprentice Training*, which includes a category headed "The Functions of Rotary and Rotarians in Apprenticeship."

Lake Success Goes to McMinnville Two model United Nations General Assemblies recently sponsored by the Rotary Club of McMinnville, OREG., imparted to the local high-school auditorium many of the characteristics of U. N. sessions at LAKE SUCCESS, N. Y. Participated in by local college and high-school students, the two model Assemblies presented ad-

resses by college professors, a documentary film on the U. N. Charter, and a discussion period for the consideration of various problems before the United Nations at LAKE SUCCESS.

A Big Project—How It Grew

Fall of 1948 saw the beginning of a survey by the Rotary Club of FLORENCE (LOS ANGELES COUNTY), CALIF., to determine what new facilities would be of greatest service to the entire community. Result: a playground with flood lights. Funds for the project were raised among Club members and ground was broken in March of last year. Many FLORENCE Rotarians donated labor in addition to cash, and several local companies sold the Club playground equipment at wholesale prices. Total cost: \$1,800. So now FLORENCE has an illuminated cement-finished playground with basketball and volleyball courts, two horseshoe-pitching rings, and a ping-pong table. It is already a popular location with both the young and the elderly of the community.

Walsenburg Fêtes Past Presidents

Past Presidents of the Rotary Club of WALSBURG, COLO., were recently honored by their fellow members at a special Club meeting—and were also put on the spot! After a roll call of Past Presidents, each received a badge, a boutonniere, and a greeting from his wife. Then—and this was the pay-off!—each one had to tell why he believed his year in office was the best in the Club's history. This part of the program was reported to be not without its amusing moments. To add to the unique aspects of the meeting, visitors were greeted in rhyme.

14 Clubs Hold Intercity Forum

"What a wonderful experience we had yesterday!" is the way James L. Rankin, of DECATUR, ALA., Governor of District 238, begins an account of the intercity forum which recently brought together more than 160 Rotarians from 14 Clubs in Districts 238 and 236. Hosted by the DECATUR Club, the forum considered Rotary objectives for 1949-50 and also enabled Club representatives to exchange ideas and experiences in implementing the Four Objects of Rotary. Principal speaker was Porter W. Carswell, of Waynesboro, Ga., a Past Director of Rotary International.

Now Appearing: A local theater in Butte Rotarians

BUTTE, MONT., recently presented on its stage a "production" that was distinctive for its unusually large all-male cast. It was a show that featured a most realistic luncheon scene. Following the stage presentation several movie shorts were shown, with the "cast" moving from the stage to the seats out front. To



Shaking hands with President Truman in Washington, D. C., is Mike Hammond (left), of Appleton, Wis., who was elected president of a national youth organization. Mike was sponsored at his State meeting in Wisconsin by the Rotary Club of Appleton.



Delivering his address at the United Nations celebration held by the Fredericksburg, Va., Rotary Club is Dr. Hector Castro, El Salvador's Ambassador to the U. N. and the U.S.A. Members of a college glee club are in the background. (See item.)

complete the setting the marquee of the theater could have announced that members of the BUTTE Rotary Club were appearing there "in person" that day—without stating the additional details about their regular meeting place being unavailable at the time. In fewer words, the BUTTE Club moved into the empty theater for its regular Thursday luncheon.

An Apple for the Teacher? Nope! Teachers in VILLA GROVE, ILL., annually meet with members of the local Rotary Club for an evening of fun and fellowship, but they aren't given any apples. They receive practically everything else, though. For example, at the recent meeting of VILLA GROVE teachers and Rotarians, the superintendent of schools was given a toy pistol. Others of the educational group received gifts of a similar nature. Rotary Club members weren't overlooked in this matter, however. Those in the field of banking and finance were given piggy banks to take home, while others received gifts bearing an equally amusing relationship to their businesses and professions.

Jamestown Blows Up Money-Makers To JAMESTOWN, R. I., was coming a grand parade of 30 fife, drum, and bugle corps. Everything indicated that it was certain to be a big day—colorful uniforms, drum majorettes, and the streets lined with hundreds of people. To one member of the JAMESTOWN Rotary Club all this meant just one thing: an opportunity to increase the Club's scholarship fund. Translating thought into action, he obtained hundreds of balloons of all colors and sizes. Then he held an inflating session at his home, assisted by fellow Rotarians. Came the day of the big parade and all along the line of march, Rotarians sold the balloons to the onlookers. Net result: \$66 was added to the JAMESTOWN Club's scholarship fund.

U. N. Anniversary in Fredericksburg To spotlight the fourth anniversary of the United Nations, the Rotary Club of FREDERICKSBURG, VA., arranged a special evening program which featured an address by Dr. Hector Castro, Ambassador from El Salvador to the U. N. and the U.S.A. (see cut). Also present was Dr. Frank P. Corrigan, United States Ambassador to the U. N. Entertainment was provided by the 60-voice girls glee club of Mary Washington College. The program was broadcast locally and overseas by short-wave facilities.

Boothbay Harbor Has Its Own Home Not knowing where you are going to meet from one week to the next isn't an ideal situation. If there's any doubt in your mind about it, just ask Rotarians of BOOTHBAY HARBOR, ME. For years they found it necessary to move from one meeting place to another: a restaurant, Summer hotel, church vestry, and eventually a plumber's shop transformed into a meeting room. Something had to be done and the



Rotarians frequently meet in the oddest places! Here members of the Houlton, Me., Club became "jailbirds" for a meeting as guests of the sheriff of their county.

Photo: Porter



Arlington, Va., Rotarians not only hold a meeting high in the sky, but also have their luncheons served by two attractive stewardesses. All in all, "a good meeting."



In this idyllic setting the Revelstoke, B. C., Canada, Rotary Club created and maintains a public beach with diving boards, bath houses, picnic grounds, and an instructor.

Photo: Ayres



Receiving scrolls of welcome at an international community picnic in Ontario, Calif., from local Rotarians are a Canadian trade official (second, left) and a Mexican consul (second, right). The four Rotarians are all charter members and Past Presidents with 27 years of perfect attendance. The picnic attendance totalled 75,000!



Wen Tau Fu, Houston University student, receives a scholarship check from Charles Gilbert, Committee Chairman of the Harrisburg, Tex., Rotary Club. It's the second year for the award.



Commemorating the 125th year of Rensselaer Polytechnic Institute, Rotarian Dwight Marvin, of Troy, N. Y., presents a certificate of appreciation signed by members of the Troy Club to the Institute's President, L. Houston.

solution was the purchase of a house in the center of town. It needed repairs, so Club members worked evenings and Sundays doing carpentry, painting, plumbing, and other essential jobs. An addition was built for a dining room which seats 100 in comfort, and a restaurant-type kitchen was furnished with complete cooking equipment. A self-service plan is followed with members taking turns serving as dining-room stewards, while others wait on table. Rental fees from the upstairs section meet upkeep expenses and taxes.

Trenton Treats the Team With their eyes on the youth of their community, Rotarians of TRENTON, N. J., sponsor a baseball team that plays in a local league. As a further indication of their interest in the team, Club members invited the boys to be guests at a meeting which featured motion pictures of the 1948 World Series between the CLEVELAND

Indians and Boston Braves and an address by the former professional baseball pitching star, Chief Bender.

'I Never Met a Man I Didn't Like' The memorial shrine of the lariat-twirling comedian who made that now-famous remark—Will Rogers—was recently visited by 150 high-school students of TULSA, OKLA., their trip being sponsored by the local Rotary Club. Travelling from TULSA to CLAREMORE, OKLA., site of the shrine, in automobiles and busses, the students made the trip as part of the local Club's program to visit places of scenic, historic, or cultural interest in their State.

And the Band Will Play On

In the American Legion Memorial Park in RHINEBECK, N. Y., there's a new bandstand built on the far shore of a pond and extending out over the water. It will be used by the Legion band in RHINEBECK for its Summer concerts. Over 600 townspeople attended the dedication ceremonies to listen to a celebrated band conductor deliver the formal address and direct the Legion band. It was a day of pride for local Rotarians for they had sponsored the building of the bandstand.

What's New on the Scouting Front?

The Area Boy Scout Council of OGDEN, UTAH, has 100 American flags for use at its ceremonies—thanks to the OGDEN Rotary Club, which had purchased the flags for a colorful pageant at the recent Conference of District 165. Presentation of the banners to the Scouts was made at a weekly Club meeting.

The Rotary Club of BRYAN, TEX., sponsors a Boy Scout troop that has a swimming team. That the team is good, there is no question. After winning the meet

Photo: Knapp



The boy in this picture is all smiles because the registered Guernsey calf is all his, an award of Defiance, Ohio, Rotarians for his interest in farming.

held for teams in the Brazos Valley district of Texas, the BRYAN Boy Scout swimmers entered a meet conducted by the Sam Houston Boy Scout Council. Although competing against top swimmers from the entire south Texas area, the BRYAN Scouts won both the junior and senior-division championships.

Aboard the U. S. destroyer escort *Hemminger*, six Sea Scouts of SUFFOLK, VA., had their dreams come true. Arranged by the SUFFOLK Rotary Club, their sponsor, they took a two-week

cruise from the NORFOLK, VA., Naval Base to SAN JUAN, PUERTO RICO, and PORT AU PRINCE, HAITI, and return. During the trip they stood all watches and fired the five-inch guns and antiaircraft weapons. While in SAN JUAN a tour of the island was arranged for the Scouts by a local Rotarian.

Achievement in Valleyfield

Two months ago the Rotary Club of VALLEYFIELD, QUE., CANADA, reached its third anniversary. To mark the occasion Club members reviewed their 36 months of existence and



Holding their lunch plates, these little tots—several of some 200 children—are enjoying a big day at the picnic arranged for them by the Meadville, Pa., Club. Popcorn, the merry-go-round, and laughter filled their day.

came up with some very interesting—and highly commendable—facts. Here are a few: To date they have donated more than \$15,000 to worthy organizations, furnished a refrigeration unit to the blood bank they organized, provided medical care for over 100 children, and have aided invalids, the Boy Scouts, and war veterans. Topping everything else in scope, however, is the Club's sponsorship of the VALLEYFIELD Fair, an annual week-long event that brings 75,000 people to see horse races, a \$6,000 entertainment program, and many industrial exhibits. The proceeds from the Fair are used by the VALLEYFIELD Club for the benefit of its community.

Cyclists Pledge Safe Cycling

IN EDWARDSVILLE, ILL., more than 750 pupils of three grammar schools are carrying membership cards in the Rotary-sponsored bicycle brigade which pledge them to a six-point program of safe bicycling. The cards were presented to the cyclists at school



At a flag-dedication ceremony two Past Presidents of the Rotary Club of Picton, Ont., Canada—Albert Grindrod, and Edwin Williams—stand by the colors which decorate the meeting room.

meetings which featured safety talks by school officials and the local police chief, who offered to register all "bikes" without charge in the interest of identification. The program is extending to other parts of the State and elsewhere, and the EDWARDSVILLE Club has offered to send a sample pledge card to other interested Rotary Clubs.

This Committee Does Its Job! The Inter-Club Committee of the HEIGHTS OF GREATER CLEVELAND

LAND, OHIO, Rotary Club has been winning plaudits for its exceptional work—and rightly so! Not content with having arranged a three-way picnic participated in by its own Club and two other neighboring Rotary Clubs, it also initiated plans for exchange visits with the EAST CLEVELAND, Ohio, Club. The first of these inter-Club visits brought 50 EAST CLEVELAND Rotarians to the HEIGHTS of GREATER CLEVELAND. Among other intercity meetings arranged by this active Committee was one at MANSFIELD, OHIO, and for an added touch Rotarians of the HEIGHTS of GREATER CLEVELAND flew there.

300 Attend Oxford Rural-Urban Fête Referred to in the PONTIAC, MICH., *Daily Press* as an event which is "establishing cordial relations between the village and the farmers of the surrounding area," the annual rural-urban dinner sponsored by the OXFORD, MICH., Rotary Club recently hit a new mark in attendance. The featured speaker was the Secretary of State for Michigan, and two boys whose trip to a national conference of the Future Farmers of America was financed by the Oxford Club reported on their experiences. In the Spring of each year the farmers around OXFORD reciprocate by playing host to the residents of the town.

Youth Not Served on This Occasion "In my Hall of Memories there are many bright spots, but none stands out more clearly than the dinner given by the Rotary Club in honor of 'us young men' of our country." That's the way a 90-year-old resident of CLARKSVILLE, TENN., began his letter of appreciation for a memorable occasion arranged by local Rotarians for several sprightly young fellows of CLARKSVILLE over 85 years of age. Each of the dinner guests received a handsome tie and pictures taken at the affair were later sent to them as a memento of the occasion. The practice of honoring its elderly citizens was inaugurated by the CLARKSVILLE Club in 1947.

Gunnison Thinks Well of Youth Boys and girls of GUNNISON, COLO., know they have staunch supporters and good friends in the Rotarians of their town. These Rotary Club activities in their behalf leave no doubt in their minds: The Club contributes to the upkeep of a local youth center and sponsors its workshop, maintains a restricted fishing area for youth, arranges an annual Halloween party for all school-age boys and girls, sponsors a yearly ice carnival and fur-



With Rotarians of Windsor, N. S., Canada, looking on, this youngster receives attention at one of the crippled-children clinics which the local Club conducts each year. The Club allocates \$1,500 annually for the work and cases are followed up.



Yipee-aye-yay! For two nights the "cow hands" of the Warrenton, N. C., Rotary Club put on a dude-ranch show that rocked the town. Result: funds for Club work and fun.



Opened July, 1948, this headquarters for the Hollywood, Fla., Rotary Club served over 10,000 meals during its first year. Many Wintertime visitors enjoy its comforts.



No, you're wrong! These fellows are not movie comedians, though they look like it. They're Salem, N. J., Rotarians serving as singing waiters at a Club meeting.



"It's all yours," says Ted Harp (right), 1948-49 President of the North Manchester, Ind., Club, as he presents to his successor, Ralph Bagott, the "official" car of the Manchester Club. (See item.)



Ready for shipment to England are the cans of fat collected by the Puketoko, New Zealand, Rotary Club with the help of local Scouts. The goal is 2,000 cans for the year—over four tons of fat!



J. Ollie Lee (left), Mayor of Muskogee, Okla., receives the deed to a Rotary-equipped playground from Nat Irish, local Club President. Previously the Club had furnished a city park with over \$1,000 worth of equipment.

nishes prizes, and each Spring holds a big picnic in connection with its celebration of Youth Week.

Duck Sits in Pond to Duck Meeting Rotarians of WATERVILLE, N. Y., recently came face to face with a problem that can only be called unique. It concerns a duck. An ordinary web-footed black duck named Ben Hur. Given to the WATERVILLE Club by MORRISVILLE, N. Y., Rotarians, it was decided that each Club member should keep the duck a week as a guest and

then bring it to the next Club meeting. This plan went along fine until one Rotarian took the long-billed bird out to a farm—with a pond. Of course, the duck took to the pond like a—well, like a duck. Came the next meeting and the black duck couldn't be coaxed out of the pond, so the harried Rotarian brought a white one. Complications followed and explanations ensued. Last report still had black duck paddling happily in farmer's pond, and the responsible Club member was unhappily facing the prospect of getting wet.

'School's Open! Take It Easy!'

That's what their placards said and that's what the Rotary Club of HILLSBORG, ILL., wanted to impress upon motorists when Club members placed the signs along certain thoroughfares and school crossings in their community. It represented an effective safety campaign to call to the attention of motorists the opening of the schools and the reappearance of many school-bound or homebound children.

Fish Fry Makes No Bones about Aims

To help promote rural-urban goodwill, the Rotary Clubs of BRADENTON and PALMETTO, FLA., recently held a fish fry that was attended by 400 merchants, farmers, and other business and professional men. They discussed problems related to the local market through which the small farmer sells his produce and heard speakers representing the Florida Farmers' Market System.

United Nations Day in Flin Flon

To mark United Nations Day celebrated by many Rotary Clubs throughout the world, the FLIN FLON, MAN., CANADA, Club presented a symposium on the U. N. at its weekly meeting. The participants were five high-school students who represented different national backgrounds.

Everything's Just Peachy in Romeo

The recent Michigan Peach Festival held in ROMEO not only featured luscious-looking peaches—but



Breakfast in bed in jail! And served by the sheriff, too. The "prisoner" is Rotarian Robert Summers, of Middlebury, Vt., who bid for the privilege at a Club auction that produced \$1,700 for a hospital operating table. The smiling sheriff is Rotarian Ralph Sweet.

also colorful parades. Coming in for their share of flattering remarks from the parade onlookers were the floats of the ROMEO Rotary Club. Members of the Club held several key positions in the festival's organization.

All Right! So It's Not New

Maybe the President of the Rotary Club of NORTH MANCHESTER, IND., has to listen to such shouts as "Get a horse!" and other equally dated humor as he drives his "official" car (see cut), but the fact still remains that he has transportation provided him during his term of office. The idea was originated in 1948 and each year this ven-



Do you know what "Scotchlighiting" is? These bicycle owners in Rock Falls, Ill., do for there 1,000 bikes have been "Scotchlighited"—equipped with luminous tape for night safety—by Rotarians. "Bikes" were also tested and registered. Films on safety were shown.

erable piece of Club property passes from the hands of the outgoing to the incoming President. It has been reported the car provides fun for all concerned.

25th Year for 17 More Clubs

During the month of February, 17 more Rotary Clubs will celebrate their silver anniversaries. Congratulations to them! They are Newton, Ill.; Buffalo, Wyo.; Sand Springs, Okla.; Bunkie, La.; Sparta, Ill.; Kirkwood, Mo.; Belfoit, Kans.; Calais, Me.; Humboldt, Iowa; State College, Pa.; Caribou, Me.; Waynesville, N. C.; Elk City, Okla.; Vernon, B. C., Canada; Woodstock, Va.; Picayune, Miss.; Brinkley, Ark.

Rotary World Gains 21 Clubs

Welcome! Welcome! to 21 new Clubs in the Rotary fellowship, including four which have been readmitted. They are (with sponsors in parentheses): Belmont (Hamilton), Australia; Richland (Yakima), Wash.; Köln, Germany; Osvaldo Cruz (Lucélia), Brazil; Pangipulli (Lanco), Chile; Yokkaichi (Nagoya), Japan; Bridgeport (Barnesville), Ohio; Granville (Newark), Ohio; Sheldiac (Sackville and Moncton), N. B., Canada; Maple Heights (Bedford), Ohio; Freiburg-Breisgau, Germany; Cagliari (Roma), Italy; Belluno (Venice), Italy; Salem (Roanoke), Va.; Ellijay (Canton), Ga.; Williamson Road (Roanoke), Va.; Gifu (Nagoya), Japan; Cuatro de Junio (Almirante Brown), Argentina; Yorktown Heights (Peekskill), N. Y.; Wynberg (Capetown), South Africa; Liverpool (Cairns), Australia.

Scratchpaddings

WHAT ROTARIANS ARE DOING

EXCHANGE STUDENTS. KENDALL WEISGER, Atlanta, Ga., Rotarian, informs THE SCRATCHPAD MAN that a gift of \$1,000 from a cotton factor has been received by his Club to bring another European student to Georgia for a year of college studies. That brings the total number of exchange students sponsored by the Atlanta Club to 65.

High Seas. An item in the daily paper published aboard the *Île de France* recently, under the heading "General Passenger Information," told of a Rotary "meeting" on board ship. Each Rotarian present related personal incidents out of his travel experience, after which there was a discussion of Rotary in Europe. An "election" of "officers" was held and the following elected: President, OSCAR HORTON, of Athol, Mass.; Vice-President, ALBERT PASCHE, of Geneva, Switzerland; Treasurer, M. MERLIN, of Grenoble, France; Secretary, B. A. IRWIN, of Providence, R. I. Other Rotarians present were ROBERT THOMPSON, of Fredonia, N. Y.; DR. GROVES SMITH, of Alton, Ill.; CARL KNOBLOCH, of Stamford, Conn.; FRANC VIAULT, of Los Angeles, Calif.; and ADOLFO KATES, of Havana, Cuba.

Premium. WILLIAM McGOVERN, an Evanston, Ill., Rotarian, speaks ten or 12 languages—and understands probably

twice that many—but even with that variety of tongues he was completely stumped for words recently. A noted lecturer and political-science professor at Northwestern University, he was on the hunt for two copies of his famous book, *Secret Mission to Lhasa*. He at last found them in a Chicago book store, but to his surprise he was charged 25 cents extra for one copy—"because," the clerk explained, "the copy has been autographed by the author." Words failed DR. McGOVERN, he of many tongues.

A Soldier Speaks. The REVEREND CHARLES WILLIAM BAILEY was approaching his 102d birthday when he spoke to

members of the Rotary Club of Baldwin, Kans., recently, but his message was so inspiring that he held his listeners' unwavering attention. His subject was "Armistice," one that he has many personal qualifications to discuss: he is a veteran of the War between the States and the only member of the local post of the Grand Army of the Republic. Following his address, the REVEREND MR. BAILEY was made an



Rev. Bailey



A built-in clock and warning lights in this novel speaker's stand being presented to Jules A. Baer (right), President of the Chelsea, Mass., Rotary Club, by Past President Walter E. Mutz will help end meetings on time.

honorary member of the Rotary Club and cited for "having distinguished himself by meritorious service in the furtherance of Rotary ideals." His sons, W. M. A., of Kansas City, Kans., and HERBERT, of Hollywood, Calif., are Past Presidents of their respective Rotary Clubs.

Brothers. In Clare, Mich., you've got to be more specific when you stop a business or professional man on the street and ask where you can locate "Mr. BICKNELL"—he's president of a service club. You see, both the Rotary Club and the Kiwanis Club in Clare are led this year by a BICKNELL. They're brothers—and both are bankers. J. STUART BICKNELL is President of the Rotary Club and MARK H. BICKNELL heads the Kiwanis Club.

Author. A series of wall charts for schools, civic groups, and citizens en-

Meet Your Directors

BRIEF INTRODUCTIONS TO TWO OF THE 14 MEN WHO MAKE UP ROTARY'S INTERNATIONAL BOARD.

THOUGH DIRECTOR J. BURR GIBBONS left school at the sixth grade to help support his family, he was later to serve for five years as a trustee of the University of Tulsa in Oklahoma. Though born in Indiana, he has been a director of the Oklahoma Editorial Association and the Oklahoma Press Association. Though as a youth he had no fond dreams of faraway lands, he has travelled in Japan, Korea, Manchuria, China, The Philippines. All paradoxical facts, more or less,

but in his vocation this story of contrasts does not apply. He was in his teens when he entered the advertising field and now he is president of the Gibbons Advertising Agency, Inc., in Tulsa, Okla.



Gibbons

In Tulsa, DIRECTOR GIBBONS is president of the local chapter of the Southwestern Advertising Agencies Association, charter president of the Press Club, a past president of the Salvation Army advisory board, and for 21 years he has been a director of the International Petroleum Exposition, which he helped to organize. He is also active in the National Conference of Christians and Jews.

He is a charter member and Past President of the Tulsa Rotary Club and a Past District Governor. While in the Orient in 1919 he made a survey for Rotary regarding the formation of Rotary Clubs in Japan.

DO YOU have a preconceived idea as to what a judge should look like? Stern, maybe? Or perhaps kindly? Fictional judges always seem to follow this stern-or-kindly pattern. At

any rate, you're looking here at the picture of a real, honest-to-goodness judge. He is DIRECTOR HAROLD ("SAM") KESSINGER and he is now serving his second term in the judge's chair of the Municipal Court of Ridgewood, N. J.

Born in Litchfield, Ill., and educated at Blackburn College, Northwestern University, and the University of Chicago, DIRECTOR KESSINGER has travelled throughout the world and is right at home as a lecturer, publisher, and educator.

He is a member of the New Jersey Committee on Education in International Affairs and the New Jersey YMCA Committee on Youth and Government.

A Past District Governor, DIRECTOR KESSINGER is also a member of the RI Districting Committee and the Nominating Committee for the President of Rotary International in 1950-51. He is a member of the Ridgewood Rotary Club and the founder and editor of *The Rotary Spokesman*, the official publication of District 269.



Kessinger



Service-club movement executives. Rotary and Kiwanis officers compare notes at a Kiwanis Council in Chicago. Left to right are O. E. Peterson, General Secretary of Kiwanis International; Rotary International President Percy Hodgson; J. Hugh Jackson, Kiwanis President; and Rotary's General Secretary, Philip Lovejoy.

titled *Our Democracy*, and prepared by FRANCIS BACON, a member of the Rotary Club of Evanston, Ill., has made its appearance in book form under the title *Sweet Land of Liberty* (Denoyer-Geppert Company, Chicago, Ill.). It tells an interesting and comprehensive story of the American way of life.

Featured. DR. EDWARD RANDOLPH BARTLETT, a Denver, Colo., Rotarian, was featured in a recent article in *The Saturday Evening Post*. DR. BARTLETT is president of the Iliff School of Theology in Denver, where, the *Post* says, "They're training a new kind of parson."

Pianist. EVERETT FRITZBERG, a Pullman, Wash., Rotarian, was recently acclaimed in a press review as "a genial young demon who pounced on the piano last night and produced as prodigious a tone and as exciting a technical virtuosity as any we have heard since Horowitz came to town." Such reviews are not new to the scrapbook of PIANIST FRITZBERG, a member of the music faculty of Washington State College, for he was acclaimed by critics when he made his first public recital appearance at age 6, and again at his formal debut when he was 12. ROTARIAN FRITZBERG has twice performed in—and been acclaimed in—Carnegie Hall in New York City, and has made extended concert tours while on leave from his college position.

Flag. There's a new flag in the meeting place of the Rotary Club of Ealing, England, these days. It's an American flag—presented to the Club by the Rotarians of Worcester, Mass. It will hang beside the Union Jack and the Rotary wheel, and will remind the REV. B. RAILTON BAX and his fellows of



Fritzberg

If I ever get to where I can do this cheerfully, without mental anguish, I'll nominate myself as the honest man."

All Aboard! Mexico for Christmas! That was the present given his entire family by DR. ROY Z. THOMAS, of Rock Hill, S. C., a Past District Governor. A chartered car left Charlotte, N. C., December 15, and all 19 members of the family (including his sons and daughters and their husbands and wives and children) were aboard for the trip to Mexico, with sight-seeing stopovers en route. Two of DR. THOMAS' three sons—ROY, JR., of Charlotte, and GOODWIN G., of Rock Hill—are Rotarians, and the husband of one of his three daughters, WARREN W. VIA, is a member of the Rock Hill Rotary Club.

Flowers. "And I've got more out of Rotary than I've put in . . ." These words are so true for so many men that they are almost a cliché, but they have a singular meaning for THOMAS J. WILLIAMS, who spoke them recently at a special meeting of the Newport, R. I., Rotary Club. For 25 years he has been Secretary of the Newport Club, and in recognition of his service the present and seven Past District Governors joined in the meeting at which a message of congratulations from Rotary's International President, PERCY HODGSON, of Pawtucket, R. I., was read. SECRETARY WILLIAMS was given an automatic record player, including a recording of the Club's appreciation.



Williams

First Miss. For 25 years ARTHUR S. FITZGERALD (for picture see page 10), a Past Third Vice-President of Rotary International, hasn't missed a Rotary meeting. Then a few weeks back his fellow Rotarians of Windsor, Ont., Canada, decided to honor him with an "ARTHUR S. FITZGERALD Day." RICHARD C. HEDKE, of Detroit, Mich., Past President of Rotary International; eight Past District Governors; and PHILIP LOVEJOY, Secretary of Rotary International, were on hand. So what happened? The guest of honor took sick on the day set aside to pay him tribute, and for the first time in 25 years he missed a meeting!



When Rotarians of Concord, Mass., installed their officers for the present Rotary year, they called on 15 of their Club's 18 Past Presidents to preside under the direction of the charter President, W. Stuart Allen. All but one are still active.

A Bush Parson Looks at the Wheel

By Arthur Oliver

Clergyman; Rotarian,
Murwillumbah, Australia

I WEAR it on the lapel of my coat, a modest gear wheel, symbol of Rotary International . . .

I guess it doesn't mean much to the outsider—yet. Just one badge among many. And a gear wheel, a prosaic gear wheel, at that. The kind of wheel you see on junk heaps with broken teeth, with worn teeth, because it has done a job of turning machinery as part of machinery. And yet how eloquent—and who but Paul Harris and his band of merry men could have thought of such a symbol?

Royal blue and gold! Royal metal and the royal color. I remember my father and his friend Fred White, who used to come long distances to see him. Although Dad had spent years in Montreal, Canada, they never lost touch. Boyhood pals! And when Dad went back to England, it was on again. Long yarning sessions, dreams of the future, plans that never succeeded, but what a warmth of friendship they generated. "Fred White is true blue," said Dad to me, and I tried to figure out how a White could be true blue, and now I live in a country where people can call a dark horse a "fair cow" and everybody knows the meaning, and I guess I know what Dad meant when he described Fred in that way.

This country of ours is a natural for Rotary. Our democracy is a spirit of warmth and something good to put on the table. The Englishman's home may be his castle and that suggests the drawn-up bridge over the moat, but an Australian's home is always his friend's home. Not the plural! One day I saw a chap come into his cobber's home, walk over to the cool-safe, pour himself a beer, and drink it. I heard that these old Australians had practiced the communal use of each other's possessions since they were kids together; Lenin and Marx were theoretical amateurs besides these men.

The gear wheel has a key way to keep it on the shaft. I'd have been angry if Rotary had missed the point that a gear wheel must have a key way. I was an engineer before I became a minister. Many hours I sweated on those keys which secured the key wheel to the shaft. And many kicks in the pants I got from Scots who taught me how to fit them.

Remember that delicious yarn of Stephen Leacock interviewing the businessmen of Newfoundland on the secret of their business success? Each

man said, "The secret of my success was a kick in the pants." Stephen went on to a devout Quaker. He put the question. "Don't answer," he said. "I know. Your success is due to plenty of kicks in the pants."

The Quaker smiled. Then he spoke. "Brother, I was going to say my success was due to the power of prayer, but I guess the kicks in the pants did more in that direction."

The key way is there. A reminder we have to stay on the shaft—stay with the power, for without that we just can't turn anything. There is many a gear wheel encased in grease in engineering stores, but I feel affection for the worn-out one on the scrap heap. It's been on the shaft—it's done things.

But this idea brings me smack bang against the mightiest bit of symbolism in our Rotary badge.

We have a wheel, correct in each detail, but it's not on a shaft. It's not attached to any driving force. This reduces it to a crazy symbol because the Rotary wheel is not worn out. It looks good for years of work.

And it is right here that our founders showed their nous—good sense of what was right and proper. They hadn't read

their Emerson and Whittier for nothing.

You can't see the shaft, the driving power? No? But the wheel is upright and not on its side. It's geared to go.

"Listen, you big mug," I said to myself. "Paul Harris and Co. were pretty slick. The driving shaft is *invisible*. The power is *invisible*, too."

We have our Committees of this, that, and the other. The Rotary wheel drives on a score of lands. But the driving shaft is invisible and to that driving shaft it is geared by the key of goodwill, the only key which will hold it in a fast "revving" world.

God is the invisible driving force behind the forces of goodwill, invisible and not obvious.

If God does not exist, then we are animals and fellowship talk is froth and foolishness. If He exists, then there is a motive power, and I'm backing the Paul Harris men against the cynics, the materialists, and the rest.

The wheel of Rotary means a lot to me, but as a minister and an engineer I guess that space in the center of the Rotary wheel has more meaning than I realized at first glance.

Because it just isn't *empty*. It is charged with the Invisible Driving Shaft and Motive Power of the Eternal.

Don't fall into the trap of thinking that because you can't see a thing it's not there! You've got brains—haven't you?—and a heart, otherwise you wouldn't be a Rotarian.

You haven't seen your heart and brains, have you?

The Kiver to Kiver Klub

IN THE jargon of the circus barker, "Step right up, folks, and try your hand at these questions! Don't be bashful. You can do it. Each and every question is one you should know, if you've read this issue of *The Rotarian*. So come along. Get 80 before. Answers on page 59."

1. The International Service policy of Rotary is outlined in one of the following RI publications. Which one?

Service Is My Business.

The Manual of Procedure.

The Official Directory.

2. Free enterprise, says Rotarian Culen B. Vance, is being stifled by two of the following. Which is the exception?

Exclusive franchising.

Restrictive licensing.

Unhampered free competition.

3. Rotarian Alfred Tisch believes Rotary International can have by 1955:

10,000 Clubs in the United States.

10,000 Clubs and 500,000 Rotarians.

500 Rotary Foundation Fellows.

4. Los Angeles, Calif., can rightfully claim one of the following titles. Name the one that applies.

The oldest city in the U.S.A.

The most motorized city in U.S.A.

The city farthest West in the U.S.A.

5. The lives of many of the world's geniuses, says Arthur Stringer, were influenced at some point by:

The women in their lives.

The trend of the times.

A single decision, seemingly trivial.

6. The Peruvian-American Cultural Institute of Lima, Peru, serves two of the following purposes. Name the exception.

Teaches Lima residents English.

Handles shipping and export papers.

Helps North Americans to know Peru.

7. The Lincoln story Charles A. Eastman tells portrays the Emancipator's:

Sense of humor.

Sense of justice.

Sense of beauty.

8. The number of foreign-language newspapers in the U. S. exceeds:

400. 1,000. 800.

9. To Rotarian Max Brauer, Mayor of Hamburg, Germany, two of the following apply. Which does not?

He is a former American citizen.

He fled the Nazi regime.

He avoids using American methods.

10. You can copyright two of the following. Which is the exception?

Titles of books and magazines.

An idea for a radio program.

The names of characters in fiction.

Protect Your Name

[Continued from page 21]

Do you wish to be Morgan, Rockefeller, Sears-Roebuck, or Montgomery Ward? The privilege is yours so long as you are not in the banking, oil, or mail-order business.

Think-a-Drink Hoffman, the magician, posed an interesting case. Hoffman did a stage act in which he performed the apparently impossible trick of making wine flow into a tumbler out of nowhere. The ingenious name suggested that the feat was accomplished by the power of thought.

When an upstart made his appearance with the same act, Hoffman brought suit for an injunction. The court declared that he was not entitled to a monopoly of the trick—which was an old one anyway—but held that the name "Think-a-Drink" was his property by virtue of prior use and could not be copied. The reason for the distinction is that Hoffman was a professional man, that confusion might result, and part of his income be syphoned off into another's pocket. His name was given protection because it had acquired a secondary meaning.

A fraternal order or an eleemosynary or charitable institution is also given full protection for its name, even if not engaged in business for profit. Salvation may be everybody's business but no person or group of persons may take on the title "Salvation Army." No fraternal society may adopt the name of "Elks" or "Masons." When a group styling itself the Boy Explorers of America applied to the Supreme Court of New York for approval of its charter, the court withheld authorization on the ground that the name conflicted with Boy Scouts of America. For the same reason the United Laborite party was stricken off the ballot as being suggestive of the American Labor party and likely to confuse the public.

When a name has become nationally known, the courts will sometimes go so far as to prohibit its use in noncompetitive fields. "Tiffany," famous for jewelry, was denied as a name for a theater. "Rolls-Royce," of automobile fame, was turned down for radio tubes. "Vogue" for hats. "Dunhill," associated with tobacco, was denied to a manufacturer of shirts, and "Seventeen," the name of a magazine, refused to a girdle manufacturer.

A radio program is big business and its title valuable property. While the idea of the program can't be copyrighted, the name is granted legal protection. Information Please stopped a rival whose name was thinly disguised and camouflaged. Author Meets the Critic, however, was not so successful

in its fight against Books on Trial. While both programs are in essence book reviews, there was no danger, said the court, of the two being thought the same by the public.

Titles of books, magazines, and newspapers are property and entitled to protection so long as the copyright has not expired. So are the names of characters in fiction. *Social Register*, *Dr. Eliot's Five-Foot Bookshelf*, *The American Grocer*, *The Sun*, and *Webster's Dictionary* have all had their day in court.

The publishers of the Sherlock Holmes stories obtained an injunction against the use of the hero's name by another writer. Motion-picture companies which acquire film rights to books often use only the title. That's what happened to Walter B. Pitkin's *Life Begins at Forty*. After purchasing the film rights a Hollywood studio employed the title for a story written by another author.

If you are about to embark on a new business venture, it is important to select the right name and protect it. Selection is not so easy as it seems. More than a million trade marks have been filed in the United States Patent Office and the number is multiplying daily. Your favorite name may already grace some object in your own or another field or may be so similar as to tend to confuse. Thus "Lady Like" for shoes was refused registration because it was too close to "Lady Lee." "Ino" for medicine was held confusingly similar to "Uno." "Green Ribbon" for whisky was refused permission because of resemblance to "Green River." "Edgecraft" was held too similar to "Arcraft."

The name selected, too, must not be geographic or descriptive of quality. "Rust-never" was denied for hooks and eyes. "Lonjerie" for lingerie, "Manhattan" and "Tennessee Valley" were refused for beverages as being the names of places, and "Kem" was declined for playing cards because Kem is the name of a Russian river. Not only the Patent Office in Washington and State offices must be searched, but atlases and dictionaries as well to make sure that the choice is neither "geographically descriptive or deceptively misdescriptive" or already in use.

THE ideal name for a business or product is one which is odd, fanciful and arbitrary, short and catchy, quick to get the eye, and easy to remember. Sun-kist, My-t-fine, Uneeda, Coca-Cola, Victrola, Kodak, Gold Dust, are examples. Alphabetical combinations and numerals may be registered thus: GE, MGM, WABC, WQXR-TV, '47 for a magazine, and Seventeen. So may certain "service" marks or slogans like "His Master's Voice," "Good to the Last Drop," "Approved by Good Housekeeping."

The name of a living person may not be used without his consent, but the names of the deceased, famous or infamous, may be borrowed for commercialized exploitation. Robert Burns will long be remembered not only for his poetry, but for the cigars which bear his name; O. Henry for candy, Napoleon for flour, Lord Calvert for whisky, and Sir Walter Raleigh for tobacco.

A preliminary search will probably rule out your first few choices. You may have thought your selection unique and original. The only trouble with the original ideas is that someone else had them before. Keep on trying. When you have finally hit one eligible, proceed to



register it forthwith in the Patent Office.

Registration makes proof of title easy and, sometimes, simple, but will not prevent piracy or infringement. If your product is successful, it is almost sure to have imitators. Eternal vigilance is the only guaranty against larceny. The arm of the law will reach out to squelch the thief once discovered. Like weeds, imitators and copyists can't be prevented from growing, but can be destroyed once they come to the surface.

The manufacturer who sells abroad must take the additional precaution of registering his trade name in other countries, particularly those in which he does business. If he fails to obtain registration in such countries, he may be maneuvered into a position where he will have to pay blackmail in order to sell his own merchandise. An interloper may beat him to the punch by registering the name first and force him to pay tribute for its use. What is true of American exporters abroad is equally true of the overseas manufacturer who does business in the United States.

Pretty nearly all countries from Afghanistan to the Virgin Islands provide for trade-name and trade-mark registration. The cost in the United States is \$60. In the various States it ranges from \$22 to \$45. In other countries the rates commence from about \$60 and go well over \$100. Russia charges more than any other country—\$140—a price justified by the size of the population.

IT WAS inevitable that piracy of famous foreign trade names and trade marks should become prevalent here, there, and everywhere. Infringement of foreign names is more difficult to detect and arrest. All nations have made concerted efforts from time to time at international control. There was the Paris Convention of 1883 and the Madrid Convention of 1891, both revised at The Hague in 1925, which formed a union of European and Asiatic countries for international regulation of trade marks. At Washington in 1929 the Pan-American Trade Mark Convention was formed to accomplish the same purpose among American nations. Each Union has a central registration bureau—one at Havana, Cuba; the other at Berne, Switzerland. After a trade name is registered in the country of its origin, it may be reregistered in the central bureau and thence to any other country in the Union—on payment of \$50.

Mere registration in the central bureau and even registration in each country, however, does not afford protection against imitation and piracy. Once more, it is vigilance and vigilance alone—this time on an international scale—that will guarantee safety to the owner. But if a name is worth having, it is worth protecting, be the cost what it may.

Odd Shots

Can you match the photos below for uniqueness, human interest, coincidence, or just plain out-of-the-ordinary-ness? Then send it to the Editors of *The Rotarian*. You will receive a check for \$3 if your "odd shot" is used. But remember—it must be different!



Can you pronounce it? It's probably the longest name of a town in the world. In Wales, it was recorded on film by a photographer for Philip Gendreau, of New York.



It's Dinny the Dinosaur come out of his Winter quarters to pose for the camera of Rotarian Herbert Trott, of Port Hope, Ont., Canada. Dinny's skeleton is the branch of a willow tree, his body is made of ice. The shore of Lake Ontario is his abode.



A feather-tailed mouse, or Acrobates pygmaeus, stops to sup. A minute native of Eastern Australia, it volplanes about with the greatest of ease. Bertram E. Cartwheel, a Rotarian of Portland, Australia, "caught" him enjoying a nocturnal snack.

Get Your Pencil and Pad!

[Continued from page 15]

Chairman, a young and prominent attorney, stated that he had felt sure that with 90 members there could not possibly be any open classifications. Then he laughingly presented his classification survey which comprised several pages. It showed almost as many openings which could be filled by qualified men as there were members in the Club.

Since that time that Club has added approximately 15 percent new members. And what it did, many another can. Most of our communities have grown tremendously during the last decade. Industry has made progress and science has provided us with many new types of business developments. War veterans and other newcomers have created a tremendous reservoir of men of Rotary caliber which a classification survey would bring to light.

Give a thought, also, to possibilities of the special-type memberships. A regular active member may propose a man from his concern as his *additional active*. A retired man who has been a Rotarian five or more years, and who was an active member at the time of his retirement, may be elected to *past service* membership, thus vacating his active classification. Or one who has been an active Rotarian for 20 or more years, or who has reached the age of 65 and has been an active member for five years or more, or is a present or past officer of Rotary International, may make way for a younger man by taking *senior active* status.

There are in all probability few Rotary Clubs in the world that couldn't grow through a classification survey or by employing special membership prerogatives!

Likewise, we have overlooked many opportunities to organize new Clubs. Sometimes with much noise but more often quietly.

Many large cities also offer extension possibilities for new Clubs in distinct trade centers. Several which previously had only one Club now have two or three and these cities have found that having the additional Rotary Clubs has been a distinct asset not only to the trade community itself, but also to the original Club. We now have 126 such Clubs. There are 38 in the London area and 21 in Los Angeles [see page 18]. The movement has spread to Australia, Sweden, Denmark, and other countries—and is continuing.

I hope you who have joined our hypothetical luncheon-table discussion, into which I intruded myself, have agreed thus far. But now perhaps you'd better brace yourself for I'm about to wheel in some heavy statistics. Ordinarily statis-

tics are static, but I submit that—in light of the foregoing—these are dynamic.

Here are a few to bolster my point that there is room for more Clubs in the land where Rotary started—the U.S.A. My figures are from the *Statistical Abstract of the United States for 1940*.

Urban Territory	Number of Places
1,000,000 or more	5
500,000 to 1,000,000	9
250,000 to 500,000	23
100,000 to 250,000	55
50,000 to 100,000	107
25,000 to 50,000	213
10,000 to 25,000	665
5,000 to 10,000	965
2,500 to 5,000	1,422
	3,464

Rural Territory

Incorporated places of

1,000 to 2,500

3,205

3,205

6,669

These figures are ten years old. Following for a moderate growth since 1940, it can thus be seen that in the United States alone there are possibilities for 6,669 Clubs (it now has 4,069), or almost as many as we hope to have in the entire Rotary world before President Perce Hodgson's year ends. In addition the 92 cities of 100,000 and over population should be good at least for another 100 Clubs in distinct trade areas.

Now move to the second country to have Rotary Clubs. *The Canada Year*

Book 1948-49 shows the following interesting data:

Urban Populations by Size-of-Municipality Groups, 1941:

Groups	Number of Places
Over 500,000	2
400,000 to 500,000	—
300,000 to 400,000	2
200,000 to 300,000	4
100,000 to 200,000	7
50,000 to 100,000	19
25,000 to 50,000	20
15,000 to 25,000	24
10,000 to 15,000	74
5,000 to 10,000	91
3,000 to 5,000	337
1,000 to 3,000	580

This suggests 580 Clubs (Canada now has 248), a total of 7,249 Clubs for the United States-Canada area alone.

Slip down the map to Brazil. *The Anuario Estatístico do Brasil for 1940* reveals the following data on cities:

Number of Places	
Under 5,000	31
5,001 to 10,000	249
10,000 to 25,000	799
25,000 to 50,000	375
50,000 to 100,000	47
100,000 to 250,000	18
250,000 to 500,000	3
500,000 to 1,000,000	—
More than 1,000,000	2 1,574

Brazil now has 213 Clubs, but it appears from the foregoing that our Rotary friends there should as time progresses be able to have at least another 1,000 new Clubs.

As a typical European country, take France. *The Annuaire Statistique* indicates that there were 255 towns of more than 15,000 population as of 1936. Rotary has developed steadily in France, despite wars, but today has only 141 Clubs.

Now turn to the Orient—to the two new States of India and Pakistan. According to the *Indian and Pakistan Year Book*:

"India and Pakistan are so often referred to as a land of villages that one is apt to overlook the real dimensions of the urban population. It is true that only 12 percent of the population is urban, but then it is a 12 percent of 389 million, which makes it 50 million—that is to say, 3 million more than the population of Britain, which is always referred to as a highly urbanized country.

"In the same way it is true that there are 700,000 villages in the subcontinent. But there are also nearly 3,000 urban areas—that is, areas with a population of more than 5,000. Of these urban areas, 56 are cities—that is, towns with a population of 100,000 or more. In 1931 there were only 38 cities, which means that the number of cities had risen by 19 by 1941."

I have given but a statistical sampling from a few of the 82 countries and/or geographical areas of the world now having Rotary Clubs. They outline the amazing opportunity Rotary has to expand. President Perce Hodgson put it well: "We have barely scratched the surface."

Perhaps 500,000 members and 10,000 Clubs by 1955 is not such an idle dream after all!

Free Enterprise: Are Its Best Friends Killing It?

[Continued from page 11]

nationally controlled. They are permitted to control themselves and their ethical standards. Rotarians in these professions can exercise their influence inside these organizations to assist in setting up high ethical standards and see that they are supported. If they do not—should exploitation of the consumer or client take place—it is likely that sooner or later the Government will intervene and insist upon either control or nationalization of the profession.

We have among our young men many who put security before adventure. They are anxious to have certain professions—such as the medical—nationalized so that they can have a definite salary, security of employment, and a pension on retirement. On the other hand, the man with the spirit of adventure much prefers free enterprise where in personal achievement brings results to the man of initiative.

I have heard many men, particularly those in the medical and pharmaceutical professions, say that many of the advances of recent years would never have taken place had those professions been nationalized.

Whether this is absolutely certain it is difficult to say, but there is a strong feeling that nationalization stamps out initiative and will not give encouragement to research and future improvements.

One Government activity we should like to be free of is "bulk buying," for experience has shown that where private enterprise is buying its own raw materials, it can usually gauge the market in such a way as to ensure the best quality at the most reasonable price. This is but one instance of our hope for the Fifth Freedom.

British Banking Free

Answers J. Arnold Wilcock
Bank Manager
Westmoreland, England

IN HIS ARTICLE Rotarian Vance refers to banking. Perhaps I might state what I, a plain branch manager of an English joint stock bank, feel of the position as regards banking in England.

A bank is primarily a custodian of depositors' monies. Protection of these is a fundamental necessity.

The British banking system holds a very high position in international financial circles and has been built up as a result of long experience. The depositors are highly protected and



Wilcock

Behind the Scenes With YOUR INSURANCE COMPANY

Behind the scenes in your insurance company is a ceaseless activity called loss prevention. Day and night this service operates, preventing or limiting losses which, if unchecked, would run into millions of dollars and seriously affect the business community.

blueprint for BANK ROBBERY



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yet there is free enterprise and keen competition. The latter is, in no small way, a contributory factor to the solidify and financial strength of each bank.

The nationalization of the Bank of England *only* has had very little effect on the policy of the joint stock banks. This continues on the lines adopted at the outbreak of the war in 1939. At that time every proposition was considered from the standpoint of the prosecution of the war. Now the consideration is, "Is it in the national and international interest?"

There is still free enterprise in banking and long may it continue, as long as the fullest protection is given to the depositor. Free, but fair, competition is surely a basic fundamental of successful banking.

It would be very difficult for anyone to say that there is any need for more banks in England. But if such a need could be substantiated, I feel that the existing banks would not be consulted, and any permission would be granted only by Government decree after the most searching investigations had been made.

Safeguards Needed

Says Al Berens
Association Publicist
Rochester, Minnesota

IN THIS technical age new wants are constantly being created and satisfied through invention and perfected skills. The need for protecting the public rises correspondingly, because the average citizen knows little about the technical matter. What a chaotic condition would

prevail in our lives without the protection given us by laws and ordinances prescribing the proper practices of electricians, installers of equipment, or manufacturers of appliances.

The field of medicine has been mentioned as an example where requirements of training are unduly rigorous. However, it would seem that in this field the restrictive provisions must be more closely prescribed than in any other because of the possible danger to a person or society through the poorly conceived and executed actions of a doctor or other practitioner. Here limitations and qualifying provisions have been of inestimable value to mankind.

It is better to attempt to safeguard our ways of doing things by proper licensing, requiring certain standards of training, efficiency, and proficiency, than it is to take the chance of losing our free institutions by arousing the public to more drastic action through permitting abuses by small groups of charlatans operating in a totally free society.

This whole problem comes down to the point of maintaining proper ethical standards of conduct in business and professional life. We need more of the philosophy of Rotary in our lives. It is only through the attainment of that goal that we will be able to guarantee our institutions freedom from Government ownership. The abuses of the licensing system originate in the minds of men rather than in the rules laid down for the conduct of business.

Those Years with Paul

[Continued from page 14]

a remedy for sea sickness. And so it went, our travels to every continent showing us over and over that people are so alike the world around, that the heart beats just as tenderly under what-ever skin.

Then to our joy many friends we had met in far places and near came to us at Comely Bank. There was Angus, as I have said, and there were Fernando Carbajal, of Peru, and Armando Pereira, of Brazil, and Cesar Andrade, of Ecuador, and Sir Charles Mander (it was to him that Paul wrote his last letter), and scores and scores of others. Sometimes men and women from eight or ten different lands would be with us for tea. One afternoon only weeks before Paul passed away, J. C. Penney called upon us, coming in the company of Colonel Abells, of the Chicago Club. Mr. Penney wanted to meet Paul, feeling, he said,

that the principles on which he operated his famous stores were quite like those of Rotary. And over a cup of tea, of course.

The quiet of our woods seemed to delight Glenn Mead, of Philadelphia, when he first visited us. He was the first President of Rotary after Paul, you may remember. Sitting for a long while on our front porch, he came in to exclaim that he had counted 35 species of birds in the trees. Then there was the fine Hindu gentleman in his turban and all. For two days he and I good-naturedly argued the merits of our respective religions.

Sometimes it would be some of Paul's dear friends of the Chicago Rotary Club—our lifelong neighbor Silvester Schiele, ever-faithful Chesley Perry, Harry Ruggles, Rufus Chapin, and the others. Sometimes it would be the night for the



Berens

Discussion Club which Paul had organized in our basement. What a rich exchange of ideas took place around that long table there, especially when Rotarians from distant countries were among the guests.

Yes, Paul's real forte was meeting people, learning how they looked on life, drawing them out. Through all our years together, he loved to go around the neighborhood talking with people—the station master, the monument maker, the farmer who knew all about chicken raising. Every man interested him. Perhaps this will illustrate:

One day soon after we had acquired our home, a man knocked at our door and offered to cut down any tree in our woods for 25 cents. Paul accepted his offer and soon had the man doing little jobs here and there. Mac, which is his name, had no fixed address anywhere, so for years all his mail came to our home. Paul had arranged it. When Mac became too old to work, Paul obtained a pension for him. Not long ago I saw old Mac and he said, "Mrs. Harris, there are no days like those when Paul was there. He was my best friend."

One thought which Paul and I often discussed in his last years was that, while the world grows more and more complex, we all need to simplify our lives somehow. We need to calm our fevers. We need more reading, more talking in our homes, more simple hospitality. More neighborliness. Paul has written of the well-beaten path twixt our house and that of Silvester and Jessie Schiele. He wished that there might be such paths between all the homes on every street. Rotary, he saw, was helping to mark them out.

If I were to say anything to the wives of Rotarians, it would be this: Encourage your husbands in their Rotary work. They are better men when they return from their meetings. Rotary stands for high ideals, with its men always attaining to the better. In the home mothers and wives have a very special part to play in bringing up children in the ways of righteousness. I for my part should like to see a return of the old-fashioned custom of all the family going to church and the children to Sunday school. It warms my heart to see my old Sunday-school scholars grown up with homes and families of their own. This, too, makes for a wholesome community and joy in later years.

Paul sometimes said that though he was at the beginning of the stream, it was the tributary efforts of all the thousands of men who have poured in their strength and knowledge and love which have made Rotary the great organization that it is.

And above this, Paul felt deeply that for the things that are true and real and inmost about any human movement we acknowledge the Eternal Power.

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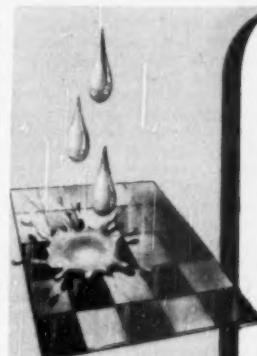


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Opinion

PITHY BITS GLEANED FROM LETTERS,
TALKS, AND ROTARY PUBLICATIONS.

Lincoln Exemplified Rotary

BENTON B. BYERS, Rotarian
Proprietor, Byers Pharmacy
Duluth, Minnesota

Would Abraham Lincoln have been a Rotarian? Mere conjecture, of course, but it is rightfully reasonable to assume he would as history portrays the life of this great man. A profound student of the *Bible* in his youth, later it was his inspiration, guide, and source of strength when the need was so great.

Abraham Lincoln was not a member of any church. He fervently exclaimed to visiting members of religious commissions, during the war, "God bless the Methodist church, God bless all the churches in America for their assistance!"

Is it not a fact that his entire life embraced and greatly exemplified all 11 concepts in the Rotary code of ethics?

Ever an outstanding proponent and practitioner of the Golden Rule, Abraham Lincoln might well have approved and welcomed Rotary membership as a means of spreading or expanding the virtues of "Service above Self."

The Alchemy of Rotary

EARL C. REEVES, Printer
Governor, Rotary District 188
Terrell, Texas

Rotary takes the baser metal in selfish men, and in the crucible of "Service above Self" it transforms and refines from it an ingot of new and precious metal, an added priceless ingredient for men of Rotary. The wages of unselfish service in Rotary are paid in the sound currency of fellowship and in the golden coin of friendship. May you and I, my fellow Rotarians, invest more and more in Rotary, that there may come to us the rich dividends of life's highest and noblest rewards—the soul-satisfying consciousness of having been both ethical and useful; and with it realize the joys of that fine fellowship and of enduring friendships, understanding, goodwill, and peace in this world of ours, which is the full fruitage of Rotary.

Public Service an Essential

HENRY H. BOLZ, Rotarian
General Manager
Association of Commerce
Decatur, Illinois

In emphasizing public service, we do so because it is a "forgotten concept," a point too often overlooked or mentioned too lightly. It is so vital, there must be acceptance of it on the part of more people. Leadership will urge public service as a living and important part of the life of every individual and corporate citizen.

With this spirit of service in the hearts of more men, women, and children, the problems of our communities will have the unselfish attention of more

citizens than ever before. Nothing will be too big or too difficult. Our labor-management relations will be improved. *Production, both of ideas and of goods, will not be the problem it is today.* The freedom and safety of our nation and people will be assured. "Citizens or Slacker?" headlines to arouse voters to their duty will be rare when the "service" ideal is more widely accepted. Workers for every type of community activity will be available when "service" is more than a name of a club or a gasoline station. Not all the good deeds will be left to the Boy or Girl Scouts.—*From an address to annual meeting of American Chamber of Commerce Executives, Philadelphia, Pennsylvania.*

Belief Furthers Realization

CHARLES G. TENNENT, Rotarian
Owner, Tennent Nurseries
Asheville, North Carolina

"The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service"—that is Rotary's Fourth Object. We must never turn back from that objective—even though our progress is imperceptible in a war-torn world where fires of greed and hate and suspicion burn with unrelenting fury.

Behind us lies a trail that reaches back through the centuries into the unremembered past. All along the way are human sorrow and suffering, misery, and misunderstanding. Ahead of us is a trail that leads to the inevitable goal toward which we are moving—the brotherhood of man. When the goal is reached, man will apprehend the full meaning of human brotherhood, and realize the futility of wars and cruelties and oppression.

In the application of the principles of Rotary's Fourth Object lies the hope of ultimate realization someday of a common purpose by all mankind. Rotary is a living force in that direction. Every man who believes in Rotary's Fourth Object brings that day a little closer.



"Then why don't you take the hash? It has the \$2 steak, the \$1.50 chops, the \$1.40 ham, and the \$1.60 pork in it—and you get all of it for only 85 cents."

Every doubting heart delays it.—*From the Rotary Cog, Rotary Club of Asheville, North Carolina.*

Rotary Recessional

C. O. THUNBERG, Rotarian
Clergyman
Port Allegany, Pennsylvania

Lord God of orb and altar,
Attend our contrite cry!
While chosen leaders falter
Thy people drift and die;
The walls of greed entomb us,
The bonds of hate divide;
Take not Thy mercy from us,
But take away our pride!

From past that terror teaches—
All lies by tongue and pen—
From all inciting speeches,
Inflaming heedless men;
From words of profanation,
Exalting brute and sword,
From sleep that spells damnation,
Deliver us, dear Lord!

Strike every servile fetter,
Down all that would enthrall;
Bind all our lives together
And guide and guard us all:
Mid fear and consternation,
Let faith that makes us free
Lift hearts in exaltation—
A warless world to Thee!

Service Is the Measure

ALBERT M. KREIDER, Rotarian
Architect
Newton, Massachusetts

A well-balanced Club will never fall down when it comes to service. Do not rest on your past, for the value of a Rotary Club to the community is not determined so much by the number of its members as by the service each performs.

Service is an investment, and the members who invest in Club Service strengthen the symbol of service and keep your Club more virile, active, and interesting.

A Rotary Club is only as strong as the means for service and the willingness of its members to serve when the opportunity arrives.

Re: Human Rights

M. BANERJEE, Rotarian
Educator

Howrah, West Bengal, India

In so far as international measures are necessary to implement the Declaration of Human Rights, there are two lines of action open. On the one hand, there is the authoritarian approach of a world empire—that is, one superman or one superstate dominating the rest of mankind, thus ensuring peace not in freedom but in slavery, not in co-operation but in subjugation. It is the peace of the grave, so to speak. Ideally, there cannot be any support for this device since it is the very antithesis of freedom and of all that the Declaration stands for. But physically it is not practicable as well. One man or nation ruling over the destinies of the whole human race is an absurd proposition in the 20th

Century. On the other hand, there is the universally commended path of the Parliament of Man, of Federation of the World based on freedom and democracy which was tried through the League of Nations and which is being tried through its successor organization, the United Nations. Its object is to apply the federal solution to the international sphere so that differences can be resolved by peaceful discussion and not dictation, by ballot and not bullet.

Re: The Rocket's Red Glare

E. V. SUNDT, Rotarian
Fuse Manufacturer
Chicago, Illinois

I have no argument with our national anthem. I presume Congress had a good reason for selecting it, as such, and undoubtedly it has served its purpose well in many a crisis. However, when I stand beside a fellow Rotarian from South America, India, Europe, Africa, or Britain and I sing of the "rocket's red glare" and "bombs bursting in air," it just doesn't seem to tie in with the Fourth Object of Rotary. Furthermore, it is not an easy song to sing—the range between low and high is far beyond my voice, although I must admit there aren't many voices as bad.

I am inclined to think that more Clubs sing *My Country 'Tis of Thee* than any other song. And as an alternative, what's the matter with *God Bless America!*—*From The Gyror, publication of the Rotary Club of Chicago, Illinois.*

Squad Movement Needs to Be Done'

R. C. KAUFFMAN, Rotarian
Educator
Newton, Kansas

We have more ideals today than the world has ever had and it is perhaps not too much to say that we have more ideals than we know what to do with. I know that our young people today in high schools and colleges will respond eagerly to any commencement address having to do with such subjects as industrial justice, racial equality, and world peace. Ideals challenge them, and that is as it should be. But as we grow older and more mature, we see that the problem at hand is not so much one of eloquently defending or elaborating upon these ideals as it is one of taking the most obvious of them and putting them to work, right here at home. The grand strategy always appeals to people, but it is the squad movement that needs to be done.—*From a Rotary Club address.*

Answers to Klub Quiz, Page 51

1. *The Manual of Procedure* (page 4).
2. Unhampered free competition (page 8).
3. 10,000 Clubs and 500,000 Rotarians (page 15).
4. The most motorized city in the U.S.A. (page 18).
5. A single decision, seemingly trivial (page 29).
6. Handles shipping and export papers (page 32).
7. Sense of justice (page 34).
8. 1,000 (page 26).
9. He avoids using American methods (page 25).
10. An idea for a radio program (page 21).



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Hobby Hitching Post

Two of the greatest enemies of boredom known to hobbyists are photography and painting. Tying up at the Hobby Hitching Post this month are four Rotarians, two of whom make their leisure time pleasurable with photography and two who do the same with painting. First, the photographers.

A RECENT victim of the virus known as the "photographic bug" is W. P. TORREY, 1948-49 President of the Rotary Club of Pleasanton, Kansas. After training his camera on, as he says, "everyone who came within range," he succumbed to another virus disease common among those who expose themselves inordi-

awarded 14 medals and 28 diplomas of merit for his work. His studies have been displayed in 391 cities in 31 countries, and for three years he served as a judge in the New Zealand International Photographic Salons. For over 40 years he has competed in various international contests with eminent success, and was the winner of the Welling Award of India for which 706 entries were submitted.

As a Fellow of the Royal Photographic Society, the Royal Society of Arts, and the Western International Photographic Salon, ROTARIAN SCHMIDT is entitled to a long series of letters after his name indicating his standing in world-wide photographic circles.

To make the transition from the camera to the brush, THE GROOM introduces RUSSELL J. CONN, Boonton, New Jersey, Rotarian, who has painted over 950 water colors since 1939. The story is his.

I do not remember a time when I didn't want to paint pictures. Yet it wasn't until 1939 that I began to paint. Business had always smothered my urge to create. Then I read something in a book by Theodore Roosevelt that appealed to me. It was this thought: A man would be wise to retire for two years in the middle of his business career to do those things he has always wanted to do.

Following his advice, I attended three art schools in one year, studying water colors exclusively. In 1944 I had my first exhibit in Boonton and have held an annual show there ever since. Also that year I was represented in the Allied Artists of America exhibit in New York, and gradually extended my activities to other art shows, including the Montclair (New Jersey) Museum; the Suburban Galleries in East Orange, New Jersey; and shows in Paterson, Newark, Morristown, and Morris Plains, New Jersey.

World War II, of course, curtailed my work with water colors for I was busy operating a concern manufacturing airplane parts. With the end of hostilities, I picked up my brush and started to daub once more. Even during my year as Governor of District 182 (now 269), I so arranged my schedule to include a little painting time.

My love for water colors has taken me to almost every State in the Union. Mexico and Canada have also provided inspiration for my brush. Annually I take a refresher course, usually in Florida, and occasionally I find myself painting for someone who wants to pay me for my work. But painting to me has always been a source of pleasure—and not a source of income.

Painting as a hobby has many virtues. It is an avocation that one can enjoy anywhere and at any age (I have often painted with persons over 80 years of



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Twins? No. Done with mirrors? No, again. Double exposure is the answer.

nately to cameras. Best identified, perhaps, as "trick-shots," it causes otherwise normal human beings to spend hours dreaming up camera situations or settings that can be classified as being odd, whimsical, grotesque, or waggish.

A good example of the art—or mania, if you prefer—is ROTARIAN TORREY's photo, titled *The Twins*, on this page. Through the magic of the technique of double exposure, it shows his wife, KATHRYN, in two poses as she chivalrously lights a cigarette for her "other self." ROTARIAN TORREY, addicted as he is, has taken many trick shots, but this one, he says, is his best.

And now let W. A. PHILLIPS, of the Rotary Club of Auckland, New Zealand, tell about the photographic interests and activities of a fellow Rotarian.

Although a professional portrait photographer, H. J. SCHMIER, a charter member of the Auckland Club, finds that his liking for camera art makes it easy for him to spend many hours at it outside his studio. The photo of a Maori chieftainess [see cut] was taken by ROTARIAN SCHMIER, and as a New Zealander I can assure you that it is an outstanding character study of our native people.

During his half century as a photographic portrait artist, he has been



Rotarian Russell Conn with a collection of his water colors at a Canadian exhibition.

age), and, through its universal appeal, can find companionship in any country.

Now read what RICHARD E. WESTON, of Fitchburg, Massachusetts, Governor of District 289, has to say about another Rotarian who paints as a hobby.

The Vice-President of the Leominster, Massachusetts, Rotary Club of my District is JOHN VAILLANT, a coal retailer, who is also a talented oil painter. As a boy, JOHN says, he used to stand fascinated beside his father and watch him transfer oils to canvas—an art technique which young JOHN, even then, longed to do.

Through his love for the works of the great masters and his own study of them, JOHN is now an accomplished oil painter. His only formal pursuit of painting was as a student in the life classes of a Boston painter, ERIC PAPE. Today he likes to paint a subject as he sees it and whenever the urge to create descends upon him. Speaking of his urge to create, or his mood, his wife says, "When the mood strikes, I have a



hard time getting JOHN to bed, for working until the early hours of the morning means nothing to him."

In addition to painting, he is also interested in singing and regularly leads his fellow Rotarians in Leominster in song. Of having a hobby, he says: "No matter what it is, have a hobby; let's all wear out, not rust out."

What's Your Hobby?

Whatever it is, it can be more fun if it's shared with others—so why not let THE HOBBYHORSE GROOM list it here? The only requirement: you must be a Rotarian or a member of a Rotarian's family. The only request: that you answer my correspondence which comes your way.

Match Covers: Solto J. Blumenthal (has match covers available for those who will write for them), 563 14th Ave., San Francisco 18, Calif., U.S.A.

Rotary Club Bulletins: Kenneth G. Partridge (collects Rotary Club bulletins; would like to obtain one copy of bulletins published by Rotary Clubs in the U.S.A., Canada, and England; will exchange for bulletins published by the Rotary Club of Brampton, Ont., Canada), Box 390, Port Credit, Ont., Canada.

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Epitaphs: O. Wendell Hogue (interested in exchanging authentic humorous epitaphs), 40 Carrington Rd., Croton on Hudson, N.Y., U.S.A.

Stamps: Enar Frohlund (would like to exchange Scandinavian stamps for others), 6A, Hämngatan, Linköping, Sweden.

Stamps: Willard B. Snyder (9-year-old son of Rotarian—collects stamps; will exchange stamps of the U.S.A. for issues of other countries), 3140 West Parkwood, Kansas City 2, Mo., U.S.A.

—THE HOBBYHORSE GROOM



Entitled The Old Peddler, this oil painting by Rotarian Vaillant depicts a noted Boston, Mass., street merchant.



Not an American Indian but a Maori chieftainess named Te Wahine. Rotarian Schmidt also "shot" her husband,

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12 Issues of THE ROTARIAN

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Stripped Gears

My Favorite Story

Two dollars will be paid to Rotarians or their wives submitting stories used under this heading. Send entries to Stripped Gears, THE ROTARIAN Magazine, 35 East Wacker Drive, Chicago 1, Illinois. The following favorite comes from Arthur Imel, a member of the Rotary Club of Cushing, Oklahoma.

A man who wanted to join a certain church was discouraged by the pastor, who felt that the man's dress was not on a par with that of his fashionable flock. He was told to go home and pray over the matter for a week. He returned to the minister and said, "I don't want to join your church. I told the Lord that you didn't seem to want me to join your church, and He said, 'Well, brother, don't get discouraged. I've been trying to get into that church myself for a long time.'"

A Hulk Sulks

*Some eat bread in hunks, and spuds,
But never seem to bust their duds;
Pies on others hardly show,
But me—to such I must say "No!"
I don't indulge in eating flairs
But my displacement doubles theirs.*

—ROTARIAN ORVILLE E. REED

How Long Do They Live?

Other living things have greater or lesser life spans than human beings. What is the average life of the:

1. Dog: 10 years; 15 years; 30 years.
2. Grasshopper: 1 day; 1 month; 1 year.
3. Amoeba: 1 hour; 1 day; 1 year.
4. Bacterium: 1 hour; 1 day; 1 year.
5. Galapagos turtle: 75 years; 175 years; 750 years.
6. Cat: 8 years; 16 years; 24 years.
7. Toad: 5 years; 35 years; 500 years.
8. Elephant: 25 years; 75 years; 150 years.
9. Cow: 10 years; 20 years; 30 years.
10. Deer: 14 years; 24 years; 34 years.

This quiz was submitted by Stewart Schenley, of Monaca, Pennsylvania.

Are You Up on Your Toes?

Here are ten toes that have never been crammed into shoes. If you can identify seven or more, you're up on your toes as a smart quizzer.

1. - - - - - toes that will bite you if you don't watch out.
2. - - - toes that contain principles men live by.
3. - - - - - toes that promote a romantic Christmas season.
4. - - toes that Presidents use to express their disapproval.
5. - - - - - toes that accompany solos.

6. - - - - toes that featured in Luther Burbank's first successful experiment with plants.

7. - - - - toes that help us remember happy times.

8. - - - - toes that are down under.

9. - - - - toes that have fan-shaped leaves.

10. - - - - toes that pop up in many a salad.

This quiz was submitted by Kennie MacDowd, of Denver, Colorado.

The answers to these quizzes will be found on the following page.

You Can't Win

*When I was a boy,
My pride and my joy
Was to use the family car,
But I always had
To talk to my dad
And promise to drive not too far.*

*But now I'm a dad,
No longer a lad,
And after my day's work is done,
If I want the car,
No matter what for,
I have, first, to talk to my son!*

—MARSHALL CHANCE

Twice Told Tales

*A jest's prosperity lies in the ear of
him that hears it, never in the tongue
of him that makes it.—Shakespeare*

A zoo superintendent was writing for new animals. "Dear Sirs," he wrote, "please send me two mongooses." He didn't like the looks of the word spelled that way, so tore up the first letter and wrote: "Please send me two mon-goose." That likewise failed to satisfy him so he wrote: "Dear Sirs: Please send me a mongoose—and, by the way, send me another."—Die Rotary Raad, MYERSTOWN, PENNSYLVANIA.

"Taters is good this morning," said the marketman, making his regular call. "That reminds me," said the customer. "How is it that those you sold me last week were so much smaller at the bottom of the basket than at the top?" "Well, 'taters is growin' so fast now," the fellow replied, "that by the time I get a basketful dug, the last ones is 'bout twice the size of the first."—LOUISVILLE, KENTUCKY, Courier Journal.

Tommy came to school loaded with bubble gum which he passed out to classmates and a surprised teacher.

"I just became a brother last night," he explained.—Capper's Farmer.

Two spinsters met on the street and began to talk about their respective churches.

"I understand," said one spinster,

Last Page Comment

JOHN DEWEY, THE PHILOSOPHER. recently made one of the sagest observations of his long career when friends gathered to celebrate his 90th-birthday anniversary. He declared the unforgivable sin men commit is to lose faith in fellow human beings. "One can lose faith in the midst of difficulties," he went on, "but the greatest protection against losing faith is to realize that that means we are losing faith in ourselves. If we lose faith in human beings and in human nature, then our outlook is sad indeed."

WE'RE THINKING

just now of a man who would have smiled agreement with Professor Dewey. We're thinking of Paul Harris, the Chicago lawyer who, 45 years ago this February, called the first meeting of the first Rotary Club. Founder Paul's own faith in his fellow humans was based on an intimate knowledge of them. In his young manhood, he deliberately set aside five years of his life for travel, for working briefly here and there at everything from newspaper reporting to wrangling cattle. He had to know what people thought and how they felt about things. As his widow, Jean, says in her delightful reminiscences elsewhere in these pages, Paul was forever trying to find out how people looked on life. By the time he had reached his 30's he knew that if you are a lonely country boy in the big city, as he was, the way to dispel that loneliness is to gather some other lonely country boys around you. That, roughly, was how the first Rotary Club came to be.

TODAY

there are 6,930 Rotary Clubs in some 80 countries, and among the 332,000 business and professional men who make them up are thousands who will testify that in the friendly, fruitful fellowship of Rotary they gained a new trust in the men of their communities—and through it a new confidence in themselves. They understand

the philosopher when he puts that principle in reverse; for a man to begin doubting himself is to begin doubting the ability of others to help him. Faith in your fellowman? Surely, to use one of Paul Harris' favorite phrases, that is at the "heart's core" of Rotary. Maybe it's how Rotarians demonstrate that faith that counts. Our *Rotary Reporter* section this month and every month gives a little idea.

AFTER completing visits in 45 countries, travelling 80,000 miles, and speaking to thousands of people, going into their homes and their institutions, I am convinced that all this tired old world needs is the helping hand of friendship and understanding. Our band of 332,000 Rotarians in 82 countries are trying to extend this hand of friendship and fellowship. Brotherhood Week is a fine time to make a special effort in putting into practice the ideals of brotherhood, so that we might have peace and goodwill on earth . . .

—Percy Hodgson
President,
Rotary International

A. LINCOLN'S RARE ABILITY to make words influence people is illustrated by the ten sentences he spoke at the dedication of the cemetery at Gettysburg. No speech of modern times is better remembered. On a different level but just as effective in achieving his purpose was his comment when two rival hatters each presented a hat to him. He regarded their handiwork admiringly as they waited for his comment. "Gentlemen," he said, "they mutually excel each other!"

THE STREAMLINE TRAIN was slicing darkness as two Rotarians, reluctant to retire, amiably recalled experiences.

"Ten minutes from ——ton," said the elder one, squinting out

the window. "I'm to speak there next week."

"Rotary?"

"Certainly."

"Fine bunch, there."

"They are that. But they slip occasionally."

"Meaning what?"

"Don't look after guest speakers very well. They never offer to pay travel expenses. Guess because I'm a Past District Governor they think I don't need the cash. Fact is, I don't, but I—"

"You'd like to have the privilege of declining."

"No, I'd take it—and later give it to the Scouts. I'd take it just to make it easier for the next speaker who needs to accept at least reimbursement for his out-of-pocket expenses."

THAT ANECDOTE

didn't seem to make "copy." We yanked it from the typewriter and crumpled it for the wastebasket just as a visiting Rotarian dropped by.

"Here," we said, after the greetings were over, "if you were editing *THE ROTARIAN*, would you publish this?" He smoothed out the sheet, read slowly, then said:

"I'd run it. Some Clubs are careless on such matters sometimes and need a reminder. Say!" and his eyes twinkled like the path to the moon over a rippling lake, "that ——ton couldn't be ——ton, could it? When I spoke there, no one met me and I even bought my own luncheon ticket!"

It was our turn to twinkle.

"Guess we'll run it," we said.

NEED AN ANECDOTE

to clinch the point that even wise men can't foretell the future? Here's one from George Peck, executive editor of *Partners*, which concerns Ulysses S. Grant. The telephone had just been invented and an instrument was put on a White House desk. A trial convinced President Grant that he could talk through it to another person and hear the reply.

"Yes," said the man who had led great armies to victory and was at the height of his reputation, "it is all very remarkable. But who in the world would ever want to use one of them?"

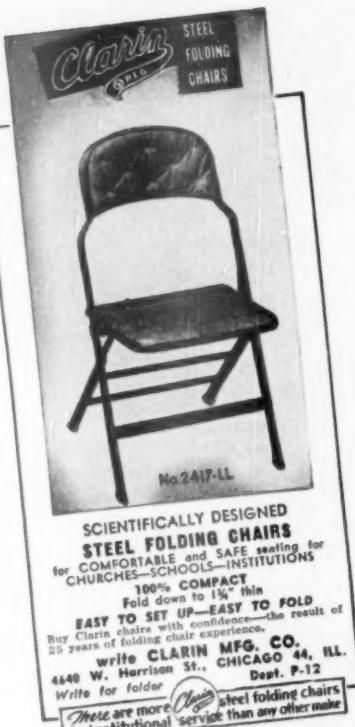
-Your Editors

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